

# NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING FEBRUARY 22, 1987

## NIELSEN AVERAGE AUDIENCE

### HOUSEHOLDS

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW	37.9	33,120
2	FAMILY TIES	33.8	29,540
3	CHEERS#	27.4	23,950
4	MOONLIGHTING#	25.9	22,640
5	MURDER, SHE WROTE	25.5	22,290
6	NIGHT COURT	25.2	22,020
7	AMERIKA – PART I(S)	24.7	21,590
8	GROWING PAINS#	24.3	21,240
9	GOLDEN GIRLS	24.2	21,150
10	MISS USA BEAUTY PAGEANT(S)	22.7	19,840
11	60 MINUTES	22.6	19,750
12	WHO'S THE BOSS?	22.0	19,230
13	NBC MONDAY NIGHT MOVIES	21.1	18,440
14	AMERIKA – PART II(S)	20.9	18,270
14	CAROL BURNETT SPECIAL(S)	20.9	18,270
16	KATE & ALLIE	20.1	17,570
17	MATLOCK	20.0	17,480
18	CHEERS SPECIAL(S)	19.8	17,310
19	AMERIKA – PART VII(S)	19.6	17,130
20	DALLAS	19.5	17,040
20	L.A. LAW	19.5	17,040

### TOTAL PERSONS (2+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW	29.4	66,670
2	FAMILY TIES	25.0	56,680
3	GROWING PAINS#	19.2	43,560
4	CHEERS#	18.2	41,430
5	MOONLIGHTING#	16.9	38,460
6	NIGHT COURT	16.5	37,470
7	MURDER, SHE WROTE	16.1	36,580
8	WHO'S THE BOSS?	16.1	36,500
9	GOLDEN GIRLS	16.0	36,240
10	AMERIKA – PART I(S)	15.4	34,940
11	ALF	14.7	33,470
12	AMAZING STORIES#	14.3	32,550
13	60 MINUTES	14.3	32,500
14	MISS USA BEAUTY PAGEANT(S)	13.5	30,630
15	AMERIKA – PART VII(S)	13.2	29,910
16	NBC MONDAY NIGHT MOVIES	13.1	29,740
17	CHEERS SPECIAL(S)	13.0	29,630
18	HEAD OF THE CLASS	13.0	29,610
19	227	12.9	29,390

### WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW	34.3	31,140
2	FAMILY TIES	29.4	26,670
3	MOONLIGHTING#	21.8	19,840
4	CHEERS#	21.8	19,760
5	MURDER, SHE WROTE	21.7	19,750
6	GOLDEN GIRLS	21.7	19,670
7	GROWING PAINS#	20.0	18,160
8	NIGHT COURT	19.9	18,060
9	MISS USA BEAUTY PAGEANT(S)	18.7	16,950
10	WHO'S THE BOSS?	18.5	16,820
11	DALLAS	18.4	16,680
12	AMERIKA – PART I(S)	18.0	16,340
13	KATE & ALLIE	17.9	16,270
14	227	17.2	15,660
15	60 MINUTES	17.1	15,560
16	DYNASTY#	17.0	15,480
17	AMEN	17.0	15,410

### MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW	22.6	18,500
2	AMERIKA – PART I(S)	19.7	16,190
3	60 MINUTES	18.5	15,190
4	FAMILY TIES	18.5	15,160
5	CHEERS#	18.4	15,120
6	MURDER, SHE WROTE	16.3	13,360
7	AMERIKA – PART II(S)	16.1	13,220
8	AMERIKA – PART VII(S)	16.0	13,110
9	NIGHT COURT	15.3	12,510
10	MOONLIGHTING#	13.2	10,830
11	GROWING PAINS#	12.8	10,480
12	MATLOCK	12.6	10,360
13	AMERIKA – PART III(S)	12.5	10,250
13	AMERIKA – PART IV(S)	12.5	10,250
13	MACGYVER	12.5	10,250
16	MIAMI VICE	12.1	9,940
17	CAROL BURNETT SPECIAL(S)	12.1	9,910
18	GOLDEN GIRLS	11.9	9,770
19	NBC MONDAY NIGHT MOVIES	11.8	9,710
20	L.A. LAW	11.7	9,630
21	MIAMI VICE SPECIAL(S)	11.7	9,580
22	CHEERS SPECIAL(S)	11.6	9,550
23	AMERIKA – PART V(S)	11.5	9,390
24	AMAZING STORIES#	11.4	9,360

# NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(t)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING FEBRUARY 22, 1987

## NIELSEN AVERAGE AUDIENCE

### WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW	35.2	20,190
2	FAMILY TIES	31.5	18,080
3	MOONLIGHTING#	26.7	15,320
4	GROWING PAINS#	24.2	13,880
5	CHEERS#	22.0	12,600
6	WHO'S THE BOSS?	21.0	12,060
7	NIGHT COURT	20.7	11,880
8	CAROL BURNETT SPECIAL(S)	18.4	10,550
9	AMERIKA - PART I(S)	17.7	10,180
10	NBC SUNDAY NIGHT MOVIE	17.5	10,030
11	AMERIKA - PART VII(S)	17.0	9,730
12	GOLDEN GIRLS	16.7	9,600
13	MISS USA BEAUTY PAGEANT(S)	16.4	9,420
14	CHEERS SPECIAL(S)	16.2	9,270
15	DYNASTY#	16.0	9,160
16	ABC MONDAY NIGHT MOVIE#	15.7	9,030
17	NBC MONDAY NIGHT MOVIES	15.6	8,950
18	AMERIKA - PART II(S)	15.3	8,800
19	PERFECT STRANGERS	15.3	8,770
20	KATE & ALLIE	14.9	8,560
21	DALLAS	14.9	8,550

### WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	MURDER, SHE WROTE	34.6	9,640
2	BILL COSBY SHOW	32.4	9,050
3	GOLDEN GIRLS	30.5	8,500
4	60 MINUTES	29.6	8,250
5	MATLOCK	28.5	7,940
6	FAMILY TIES	25.4	7,080
7	DALLAS	25.2	7,040
8	227	24.3	6,770
9	AMEN	23.9	6,660
10	MISS USA BEAUTY PAGEANT(S)	23.2	6,480
11	FALCON CREST	23.2	6,470
12	KATE & ALLIE	22.9	6,380
13	HIGHWAY TO HEAVEN	22.5	6,270
14	SCARECROW & MRS. KING	20.9	5,840
15	DYNASTY#	20.3	5,650
16	FACTS OF LIFE	20.2	5,630

### MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW	22.8	12,720
2	CHEERS#	20.6	11,490
3	FAMILY TIES	20.1	11,200
4	AMERIKA - PART I(S)	19.9	11,110
5	NIGHT COURT	16.4	9,170
6	AMERIKA - PART VII(S)	16.3	9,080
7	AMERIKA - PART II(S)	16.2	9,050
8	MOONLIGHTING#	15.5	8,670
9	AMAZING STORIES#	13.8	7,680
10	60 MINUTES	13.1	7,300
11	GROWING PAINS#	12.9	7,210
12	AMERIKA - PART III(S)	12.7	7,100
12	CHEERS SPECIAL(S)	12.7	7,100
14	AMERIKA - PART IV(S)	12.5	6,980
15	MIAMI VICE	12.5	6,950
16	MIAMI VICE SPECIAL(S)	12.3	6,840
17	CAROL BURNETT SPECIAL(S)	12.2	6,800
18	ALF	12.0	6,680
19	DISNEY SUNDAY MOVIE	11.8	6,580
20	HEAD OF THE CLASS	11.6	6,450
21	L.A. LAW	11.5	6,420
22	WHO'S THE BOSS?	11.2	6,270
23	AMERIKA - PART VI(S)	11.1	6,200
24	EASY STREET	11.1	6,180

### MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	31.1	6,540
2	MURDER, SHE WROTE	30.6	6,420
3	MATLOCK	25.1	5,270
4	BILL COSBY SHOW	22.9	4,800
5	GOLDEN GIRLS	19.9	4,170
6	AMERIKA - PART I(S)	19.2	4,040
7	AMERIKA - PART II(S)	18.0	3,780
8	MACGYVER	17.6	3,700
9	DALLAS	17.1	3,600
10	MISS USA BEAUTY PAGEANT(S)	16.4	3,440
11	EQUALIZER	16.3	3,430
12	NBC NIGHTLY NEWS	16.0	3,360
13	CHEERS#	15.6	3,280
14	227	15.4	3,240
15	NBC MONDAY NIGHT MOVIES	15.2	3,200
16	FAMILY TIES	15.0	3,140
17	AMEN	14.9	3,130
17	DESIGNING WOMEN	14.9	3,130

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND FEB. 1987 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. SHARE %	(0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+		
•EVENING																																	
ABC BUSINESS BRIEF SPEC.(S)											183	A 14.6	21	1276	1706	732	337	807	247	546	517	428	236	659	225	445	419	355	180	113	52	127	83
2 TUE. 9.09P 1 ABC N											88	B 13.2	19	1154	1901	770	373	846	302	540	504	394	268	694	224	397	365	346	257	149	73	212	138
ABC BUSINESS BRIEF-MON										4	184	A 14.8	21	1294	1936	827	433	916	364	631	571	402	266	740	242	430	372	353	275	114	51	166	104
2 MON. 8.57P 2 ABC N											91	B 13.2	19	1154	1901	770	373	846	302	540	504	394	268	694	224	397	365	346	257	149	73	212	138
ABC BUSINESS BRIEF-WED										16	177	A 14.8	22	1294	1730	651	327	723	327	491	400	266	197	531	247	384	331	204	123	207	115	269	192
WED. 8.58P 1 ABC N											87	B 14.0	21	1224	1876	743	333	814	324	531	484	359	227	557	240	394	334	239	138	203	102	302	225
ABC BUSINESS BRIEF-FRI										15	187	A 12.1	20	1058	1924	765	367	866	308	506	427	352	329	525	206	302	300	185	177	133	93	400	302
1 FRI. 9.07P 1 ABC N											88	B 11.8	19	1031	1922	726	308	834	265	467	440	363	317	463	156	271	263	202	159	158	87	467	303
2 FRI. 8.43P 1																																	
ABC MONDAY NIGHT MOVIE										6	210	A 15.9	23	1390	1715	795	357	919	410	650	521	350	240	595	216	380	386	269	156	147	62	54	29
1 MON. 9.00P 120 ABC FF											99	B 13.8	21	1206	1654	772	334	868	294	544	509	427	276	556	185	352	362	285	159	138	65	92	57
9.00 - 9.30												A 15.0	21	1311	1693	764	361	880	353	594	504	339	263	562	205	359	342	228	168	143	45	108	57
9.30 - 10.00												A 16.0	23	1398	1647	756	360	894	390	641	526	341	225	566	227	375	363	244	146	151	55	36	16
10.00 - 10.30												A 16.3	24	1425	1756	823	358	943	434	673	518	360	242	625	207	377	409	302	172	150	76	38	22
10.30 - 11.00												A 16.3	26	1425	1756	828	352	953	455	690	532	362	233	624	227	406	424	299	142	141	69	38	21
ABC NEWSBRIEF-MON										18	182	A 14.8	22	1294	1622	738	329	814	308	516	485	339	261	671	263	436	412	287	209	103	49	34	17
1 MON. 9.55P 1 ABC N											91	B 12.1	18	1058	1736	680	315	766	259	469	452	359	248	658	207	410	408	340	205	156	73	156	105
2 MON. 10.01P 1																																	
ABC NEWSBRIEF-TUE										18	178	A 15.9	24	1390	1720	786	392	848	342	602	559	406	210	602	250	432	402	258	141	184	88	86	58
1 TUE. 9.58P 1 ABC N											89	B 15.6	24	1363	1752	773	379	855	366	610	549	393	196	591	266	433	392	251	123	172	88	134	91
2 TUE. 10.05P 1																																	
ABC NEWSBRIEF-WED										18	177	A 13.5	20	1180	1633	765	351	872	322	531	506	371	295	588	186	392	389	294	173	120	59	53	24
WED. 9.58P 1 ABC N											89	B 13.3	21	1162	1588	823	376	914	327	541	520	402	304	483	167	284	275	217	167	90	50	101	68
ABC NEWSBRIEF-THU										17	178	A 12.2	18	1066	1597	739	343	824	225	460	473	407	313	599	203	362	360	268	206	127	42	47	19
1 THU. 9.58P 1 ABC N											89	B 10.0	15	874	1610	777	330	908	279	461	441	402	365	519	174	279	270	227	189	105	50	78	49
2 THU. 10.06P 1																																	
ABC NEWSBRIEF-FRI										17	172	A 10.4	17	909	1848	750	367	850	259	462	466	425	282	623	215	388	381	277	203	211	148	164	118
1 FRI. 9.58P 1 ABC N											89	B 7.7	12	673	1868	690	362	775	250	463	455	402	249	587	202	390	378	287	170	208	113	298	222
2 FRI. 10.07P 1																																	
ABC NEWSBRIEF-SAT.										18	185	A 8.6	14	752	2028	683	293	748	249	408	436	363	251	771	339	556	477	354	185	76	35	433	360
SAT. 8.58P 1 ABC N											92	B 8.1	14	708	1867	685	293	788	297	480	428	347	254	603	224	383	362	284	185	146	77	330	253
ABC NEWSBRIEF-SUN.										17	188	A 19.3	30	1687	1628	722	301	799	276	512	505	402	236	755	283	516	516	379	174	45	14	29	16
1 SUN. 10.15P 1 ABC N											93	B 14.5	22	1267	1782	695	324	790	282	505	495	392	223	706	271	499	474	337	162	137	59	149	108
2 SUN. 10.04P 1																																	
ABC SPORTS UPDATE-SAT										17	178	A 9.1	15	795	1733	727	425	830	262	479	487	426	272	672	246	431	390	322	209	96	40	135	116
SAT. 9.58P 1 ABC SN											91	B 8.1	14	708	1808	669	302	756	248	447	434	358	255	589	193	372	360	291	184	158	87	305	218
ABC SPORTS UPDATE-SUN										18	196	A 15.6	22	1363	2015	729	304	786	290	492	516	407	191	713	282	503	552	362	141	156	83	360	243
SUN. 8.58P 1 ABC SN											93	B 12.1	17	1058	2156	736	329	817	311	526	522	390	215	669	259	475							

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND FEB. 1987 REPORT

PROGRAM NAME		T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																					
								VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
								AVG. AUD. SHARE %	AVG. AUD. SHARE % (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF ING HOUSE WOM.	WOMEN 18- 34	18- 49	25- 54	35- 64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11											
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2																						
EVENING CONT'D																													
ABC	WRLD NEWS TONIGHT-SUN	15	162	162				A 7.8	14	682	1311	560	192	623	81	203	233	260	390	574	106	253	323	298	251	67	41	47	44
	SUN.	6.30P	30	ABC	N	84	84	B 7.4	13	647	1472	658	195	705	119	240	256	265	423	622	155	295	284	263	305	65	39	80	54
ALF						16	205	205																					
1	MON.	8.00P	60	NBC	CS	99	99	A 17.6	25	1538	2176	747	325	805	335	552	476	352	207	581	246	433	381	261	118	236	127	554	341
2	MON.	8.00P	30					B 16.3	24	1425	2156	713	332	798	347	539	461	319	214	593	244	438	394	285	121	250	117	515	351
	8.00 - 8.30							A 17.4	24	1521	2176	745	313	796	326	541	483	357	207	579	246	433	365	261	120	240	138	561	359
	8.30 - 9.00							A 18.2	26	1591	2143	740	345	805	342	565	459	339	201	572	240	429	402	262	105	226	106	540	304
AMAZING STORIES						14	203																						
2	MON.	8.30P	30	NBC	GD	97		A 16.3	23	1425	2284	724	317	754	336	576	505	350	146	658	311	539	420	301	103	306	128	566	379
								B 14.2	21	1241	2073	726	360	838	359	583	496	357	209	626	261	468	422	305	123	249	112	360	265
AMEN						16	205	207																					
	SAT.	9.30P	30	NBC	CS	99	99	A 19.1	32	1669	1731	790	290	924	244	462	425	409	399	450	121	239	220	203	187	115	61	242	185
								B 19.9	33	1739	1757	808	321	905	258	462	436	388	383	504	148	264	253	226	207	139	85	209	161
AMERIKA - PART I(S)						211																							
1	SUN.	9.00P	144	ABC	GD	99		A 24.7	38	2159	1618	702	285	755	249	470	482	390	223	750	285	515	500	346	186	67	22	46	33
	9.00 - 9.30							A 26.2	38	2290	1759	737	302	800	273	479	503	392	242	816	325	566	547	366	202	73	18	70	45
	9.30 - 10.00							A 26.4	38	2307	1697	714	285	770	260	473	487	383	232	789	299	543	540	370	188	79	21	59	40
	10.00 - 10.30							A 25.4	39	2220	1563	694	285	751	251	481	489	391	212	727	272	495	488	348	175	53	15	32	23
	10.30 - 11.00							A 23.6	38	2063	1533	695	288	745	233	475	477	400	219	699	256	468	448	322	188	57	19	32	27
	11.00 - 11.30							A 20.9	38	1827	1494	666	258	699	218	444	443	385	205	701	268	487	459	309	182	66	41	28	28
AMERIKA - PART II(S)						212		A 20.9	31	1827	1563	722	324	766	261	482	498	374	236	724	293	496	457	308	206	50	33	23	9
2	MON.	9.00P	120	ABC	GD	99		A 21.0	29	1835	1544	699	316	731	237	457	485	372	232	727	282	503	464	321	198	48	31	38	15
	9.00 - 9.30							A 21.4	30	1870	1581	737	330	782	272	490	499	379	242	737	304	517	471	314	198	50	34	12	LT
	9.30 - 10.00							A 21.2	32	1853	1555	732	324	781	269	495	508	372	237	707	278	471	440	302	217	47	30	20	9
	10.00 - 10.30							A 20.2	32	1765	1548	713	321	762	266	478	494	366	232	714	302	485	442	290	211	51	36	21	10
AMERIKA - PART III(S)						212		A 17.7	26	1547	1672	736	328	809	254	540	537	418	224	662	234	458	438	328	172	113	44	88	65
2	TUE.	8.30P	144	ABC	GD	99		A 16.8	24	1468	1668	721	370	794	275	572	529	439	183	612	248	442	406	305	140	126	67	136	86
	8.30 - 9.00							A 18.5	27	1617	1639	723	323	797	233	520	521	419	225	628	208	431	415	321	164	110	48	104	81
	9.00 - 9.30							A 17.9	26	1564	1650	739	303	809	221	518	526	416	246	632	208	432	426	323	170	117	48	92	67
	9.30 - 10.00							A 17.9	27	1564	1708	747	315	818	263	536	549	406	237	723	251	494	470	342	195	101	28	66	52
	10.00 - 10.30							A 17.4	27	1521	1698	752	334	834	282	562	566	406	229	728	263	502	471	341	203	109	29	27	27
AMERIKA - PART IV(S)						212		A 17.8	28	1556	1628	716	300	779	261	507	525	386	214	659	197	447	451	353	177	83	31	107	53
2	WED.	9.00P	120	ABC	GD	99		A 17.7	25	1547	1637	702	293	771	244	485	508	375	224	668	192	465	442	355	177	74	25	124	72
	9.00 - 9.30							A 18.0	27	1573	1605	684	294	756	254	496	536	369	199	668	196	469	466	373	173	77	34	104	46
	9.30 - 10.00							A 17.9	28	1564	1630	742	312	797	275	528	535	395	215	646	204	431	445	336	175	90	38	97	50
	10.00 - 10.30							A 17.4	30	1521	1652	746	305	799	271	520	537	406	218	660	200	434	451	351	186	89	29	104	46
AMERIKA - PART V(S)						212		A 15.6	23	1363	1572	733	304	764	204	472	485	420	255	688	232	445	433	330	214	70	32	50	9
2	THU.	9.00P	120	ABC	GD	99		A 14.1	20	1232	1521	731	290	759	198	453	468	397	265	633	227	429	417	292	178	75	40	54	9
	9.00 - 9.30							A 15.5	23	1355	1563	749	295	777	225	489	497	408	246	664	223	439	441	316	194	74	32	48	10
	9.30 - 10.00							A 16.8	26	1468	1599	720	309	753	196	473	491	432	246	728	242	459	445	351	235	66	28	52	9
	10.00 - 10.30							A 16.0	25	1398	1593	726	315	761	193	465	486	439	259	723	234	449	435	357	240	66	31	43	4
AMERIKA - PART VI(S)						212		A 15.4	24	1346	1658	710	342	841	297	518	519	411	247	686	227	461	487	356	194	65	25	66	51
2	FRI.	9.00P	120	ABC	GD	99																							
	CONT'D																												



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME		T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																								
						VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																								
						WK #	START DAY	TIME	DUR	NET	TYPE	WK 1	WK 2	Y	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	18- 34	18- 49	25- 54	35- 64	55+	18- 34	18- 49	25- 54	35- 64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11
EVENING CONT'D																														
AMERIKA - PART VI(-CONT'D																														
9.00 - 9.30																														
9.30 - 10.00																														
10.00 - 10.30																														
10.30 - 11.00																														
AMERIKA - PART VII(S)																														
2 SUN. 9.00P 120 ABC GD																														
9.00 - 9.30																														
9.30 - 10.00																														
10.00 - 10.30																														
10.30 - 11.00																														
BE MY VALENTINE, C. BROWN(S)																														
1 SAT. 8.00P 30 CBS EA																														
BILL COSBY SHOW																														
THU. 8.00P 30 NBC CS																														
CAGNEY & LACEY																														
MON. 10.00P 60 CBS OP																														
10.00 - 10.30																														
10.30 - 11.00																														
CANDID CAMERA-40TH ANNIV.(S)																														
2 TUE. 8.00P 60 CBS GV																														
8.00 - 8.30																														
8.30 - 9.00																														
CAROL BURNETT SPECIAL(S)																														
1 TUE. 10.00P 60 ABC GV																														
10.00 - 10.30																														
10.30 - 11.00																														
CAVANAUGH																														
MON. 9.30P 30 CBS CS																														
CBS EVENING NEWS-RATHER																														
M-F 6.30P 30 CBS N																														
CBS EVENING NEWS-SUNDAY																														
1 SUN. 6.00P 30 CBS N																														
CBS EVENING NEWS-SUN(B)																														
2 SUN. 6.31P 29 CBS N																														
CBS SAT. NEWS-SCHIEFFER																														
SAT. 6.30P 30 CBS N																														
CBS SATURDAY MOVIE																														
1 SAT. 8.30P 150 CBS FF																														
2 SAT. 9.00P 120																														
8.30 - 9.00																														
9.00 - 9.30																														
9.30 - 10.00																														
10.00 - 10.30																														
10.30 - 11.00																														

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		K E Y	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																						
											VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																						
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2		AVG. AUD. %	AVG. SHARE %	AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11
EVENING CONT'D																																	
EMMANUEL LEWIS - S-CONT'D																																	
		8.30 - 9.00						A	11.5	19	1005	1700	677 284	835 286	441 376	292 379	530 149	262	275	165	223	48	LT	287	229								
		9.00 - 9.30						A	11.1	18	970	1901	720 403	844 283	441 355	322 369	543 230	323 281	123	190	155	122	359	290									
EQUALIZER																																	
		10.00P	60	CBS	PD	99	99	A	15.6	26	1363	1497	660 220	707 140	328 355	368 316	633 162	340 325	341 251	96	30	61	61										
	WED.	10.00P	60	CBS	PD	99	99	B	15.6	26	1363	1554	655 248	737 194	390 396	378 283	656 194	404 373	347 218	98	50	63	40										
		10.00 - 10.30						A	15.9	26	1390	1512	662 221	709 145	333 351	366 317	626 169	337 324	331 245	102	32	75	75										
		10.30 - 11.00						A	15.3	26	1337	1473	654 219	703 134	323 357	370 314	638 152	339 326	350 256	87	27	45	45										
FACTS OF LIFE																																	
		8.00P	30	NBC	CS	99	99	A	16.5	29	1442	1825	746 348	901 274	454 425	363 390	488 196	291 237	169 174	112	70	324	219										
	SAT.	8.00P	30	NBC	CS	99	99	B	16.7	29	1460	1886	781 348	922 300	498 440	366 369	487 170	278 249	204 183	170	108	307	216										
FALCON CREST																																	
		10.00P	60	CBS	GD	99	99	A	17.0	29	1486	1505	882 357	957 248	461 429	437 435	431 130	185 171	147 209	41	32	76	76										
	FRI.	10.00P	60	CBS	GD	99	99	B	17.6	30	1538	1513	845 312	938 239	448 425	411 436	446 124	216 218	191 198	58	31	71	54										
		10.00 - 10.30						A	17.3	29	1512	1508	885 365	964 254	469 441	438 431	417 119	174 173	145 206	45	38	82	82										
		10.30 - 11.00						A	16.6	29	1451	1506	880 350	953 241	453 421	439 441	441 137	193 170	151 211	40	28	72	72										
FAMILY TIES																																	
		8.30P	30	NBC	CS	99	99	A	33.8	49	2954	1919	826 367	904 376	612 535	380 240	512 228	378 333	219 106	183	108	320	218										
	1 THU.	8.30P	30	NBC	CS	99	99	B	34.0	50	2972	2031	812 381	924 378	624 545	396 245	587 260	422 374	251 130	202	112	318	211										
	2 THU.	8.30P	60					A	35.5	52	3103	1961	831 368	916 377	624 547	390 241	523 227	392 353	230 106	179	102	343	233										
		8.30 - 9.00						A	30.2	43	2639	1834	811 367	875 369	587 510	363 235	493 232	354 294	200 106	197	125	269	187										
		9.00 - 9.30																															
GIMME A BREAK																																	
						15	195	A	13.6	20	1189	1489	666 265	737 238	379 311	308 304	356 145	234 225	135	101	228	126	168	131									

1 WED.	9.00P	30	NBC	CS	98	B 14.7	23	1285	1726	722	318	837	281	476	430	373	302	466	169	305	271	219	137	196	104	227	155
GOLDEN GIRLS																											
SAT.	9.00P	30	NBC	CS	99 99	A 24.2	40	2115	1713	813	313	930	243	454	426	413	401	462	123	234	231	202	197	114	62^	207	149
						B 25.1	41	2194	1805	820	320	929	262	475	446	395	395	514	152	273	261	227	211	131	80	231	166
GROWING PAINS																											
1 TUE.	8.30P	30	ABC	CS	99	A 24.3	36	2124	2051	751	410	855	451	654	505	320	178	492	216	339	334	209	104^	341	210	363	285
						B 22.8	33	1993	1987	760	382	856	393	614	530	356	189	547	251	408	361	238	104	253	144	331	222
HARD COPY																											
SUN.	10.00P	60	CBS	PD	99 99	A 11.4	18	996	1352	654	242	723	149	307	342	363	357	520	131^	219	233	280	259	16^	LT	93^	54^
	10.00 - 10.30					B 11.3	18	988	1404	700	261	777	196	369	352	375	351	510	136	242	243	263	232	49	29	68	39
	10.30 - 11.00					A 11.6	18	1014	1374	657	236	733	151	308	348	367	359	524	135^	224	233	279	260	27^	LT	90^	46^
						A 11.1	18	970	1334	657	250	718	147	307	335	360	360	520	130^	216	233	278	261	LT	LT	96^	60^
HEAD OF THE CLASS																											
WED.	8.30P	30	ABC	CS	99 99	A 17.9	26	1564	1893	689	311	769	337	542	460	311	174	549	270	412	344	209	114	271	146	304	213
						B 17.1	26	1495	1911	745	332	820	346	572	510	359	193	556	253	417	360	240	112	237	115	298	214
HIGHWAY TO HEAVEN																											
WED.	8.00P	60	NBC	GD	98 99	A 17.8	27	1556	1760	834	289	938	261	467	450	406	403	526	148	282	296	264	195	136	60^	160	121
	8.00 - 8.30					B 18.0	28	1573	1688	756	310	868	213	399	391	387	409	528	131	277	278	277	213	127	66	165	108
	8.30 - 9.00					A 17.1	26	1495	1732	834	287	925	252	458	442	403	398	523	149	284	300	264	190	130	59^	154	117
						A 18.6	27	1626	1768	829	290	942	267	470	454	404	405	521	144	275	290	260	196	141	61^	164	123
HILL STREET BLUES																											
1 TUE.	9.00P	60	NBC	OP	99	A 11.8	17	1031	1574	669	278	759	243^	331	346	316	340	668	225^	352	360	305	261^	40	8^	107^	70^
	9.00 - 9.30					B 13.7	20	1197	1580	656	295	738	226	395	414	361	274	692	210	394	389	356	241	68	34	82	53
	9.30 - 10.00					A 11.9	18	1040	1585	692	294	767	247^	323	342	317	355	674	233^	346	355	303	266^	43^	10^	101^	66^
						A 11.7	17	1023	1554	642	259^	746	234^	335	350	314	325	664	218^	358	364	303	258^	36^	7^	108^	74^
HOTEL																											
1 WED.	10.00P	60	ABC	GD	99	A 15.5	26	1355	1386	808	322	934	319	542	478	388	371	370	127^	203^	198^	110^	158^	82^	64^	LT	LT
	10.00 - 10.30					B 15.3	26	1337	1446	794	331	902	298	507	466	389	341	421	139	236	230	175	162	76	50	47	33
	10.30 - 11.00					A 15.7	25	1372	1428	824	321	950	337	556	489	383	375	389	135^	221	215	119^	159^	89^	70^	LT	LT
						A 15.2	26	1328	1347	800	324	925	303	532	470	393	373	351	117^	183^	181^	102^	157^	71^	57^	LT	LT



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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION															
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)							
													TOTAL		18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11					
EVENING CONT'D																																
HUNTER																																
SAT. 10.00P 60 NBC OP 99 99																																
10.00 - 10.30																																
10.30 - 11.00																																
KATE & ALLIE																																
MON. 8.00P 30 CBS CS 99 99																																
KNOTS LANDING																																
THU. 10.00P 60 CBS GD 99 99																																
10.00 - 10.30																																
10.30 - 11.00																																
L.A. LAW																																
THU. 10.00P 60 NBC GD 99 99																																
10.00 - 10.30																																
10.30 - 11.00																																
MACGYVER																																
MON. 8.00P 60 ABC A 99 98																																
8.00 - 8.30																																
8.30 - 9.00																																
MAGNUM, P.I.																																
17 204 201																																
1 WED. 9.00P 60 CBS PD 98 97																																
2 WED. 8.00P 120																																
8.00 - 8.30																																
8.30 - 9.00																																
9.00 - 9.30																																
9.30 - 10.00																																
MATLOCK																																
TUE. 8.00P 60 NBC GD 99 99																																
8.00 - 8.30																																
8.30 - 9.00																																
MIAMI VICE																																
FRI. 9.00P 60 NBC OP 99 99																																
9.00 - 9.30																																
9.30 - 10.00																																
MIAMI VICE SPECIAL(S)																																
2 FRI. 10.00P 60 NBC OP 99																																
10.00 - 10.30																																
10.30 - 11.00																																
MIKE HAMMER																																
1 WED. 8.00P 60 CBS PD 98																																
8.00 - 8.30																																
8.30 - 9.00																																
MISS USA BEAUTY PAGEANT(S)																																
2 TUE. 9.00P 120 CBS AC 99																																
9.00 - 9.30																																
CONT'D																																



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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																					
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11			
EVENING CONT'D																																					
MISS USA BEAUTY PA-CONT'D																																					
		9.30 - 10.00								A 22.7	33	1984	1553	831	303	862	269	471	418	416	332	370	90^	140	174	174	174	148	87^	173	99^						
		10.00 - 10.30								A 24.0	36	2098	1578	837	308	877	282	511	427	423	318	413	113^	211	221	215	157	173	100^	115^	74^						
		10.30 - 11.00								A 23.8	38	2080	1462	809	280	848	277	484	425	403	317	410	120^	207	204	210	168	147	98^	57^	46^						
MR. BELVEDERE										15	203																										
	2 FRI.	8.30P	30	ABC	CS					A 16.6	27	1451	1904	757	328	864	306	550	486	373	293	554	246	356	311	209	165^	96^	60^	390	253						
										B 13.8	22	1206	1851	718	289	833	265	470	426	355	324	466	157	270	249	205	167	160	91	392	251						
MR. BELVEDERE SPECIAL(S)										201																											
	1 FRI.	9.30P	30	ABC	CS					A 10.1	17	883	2072	816	435	905	284^	474	431	412	329	637	284^	373	303^	164^	220^	303^	270^	227^	190^						
MOONLIGHTING										15	210																										
	1 TUE.	9.00P	60	ABC	PD					A 25.9	38	2264	1699	784	421	875	434	676	581	371	165	478	240	383	354	192	73^	238	125	108^	62^						
		9.00 - 9.30								B 23.0	34	2010	1813	789	404	894	406	660	586	392	183	586	283	455	412	250	96	185	102	148	101						
		9.30 - 10.00								A 25.6	38	2237	1707	784	407	877	433	671	580	373	167	468	230	372	350	190	74^	240	127	122^	68^						
										A 26.2	39	2290	1686	785	435	873	435	681	582	371	163	486	248	391	354	192	73^	235	122	92^	57^						
MURDER, SHE WROTE										17	208	207																									
	1 SUN.	8.00P	60	CBS	SM					A 25.5	36	2229	1641	812	271	887	178	381	394	421	434	599	122	250	279	321	287	75	28^	80	47^						
	2 SUN.	8.00P	90							B 25.5	37	2229	1633	805	304	887	171	382	405	430	432	591	124	275	289	309	269	67	35	88	57						
		8.00 - 8.30								A 25.4	37	2220	1642	820	281	894	181	386	396	429	435	607	128	259	279	322	289	64	23^	77	47^						
		8.30 - 9.00								A 25.7	36	2246	1674	831	284	906	189	388	398	417	446	611	121	258	290	328	289	80	29^	77	46^						
		9.00 - 9.30								A 25.6	36	2237	1556	747	219	823	148	354	379	415	398	551	101^	205	260	305	277	91^	35^	91^	49^						
MY SISTER SAM										14	207	206																									
										A 18.3	26	1599	1657	810	326	893	258	459	456	415	346	414	126	224	214	209	155	95	62^	255	175						
MON. 8.30P 30 CBS CS 99 99																																					
										B 18.3	27	1599	1665	785	342	872	291	488	471	381	313	448	154	267	263	206	146	127	79	218	143						
NBC MONDAY NIGHT MOVIES										17	203	199																									
	MON.	9.00P	120	NBC	FF					A 21.1	31	1844	1613	748	330	825	266	484	450	411	279	526	179	331	292	244	172	151	67^	111	85						
		9.00 - 9.30								B 18.6	28	1626	1656	776	342	873	298	529	487	408	280	535	182	326	305	260	169	143	78	105	79						
		9.30 - 10.00								A 19.8	28	1731	1653	743	329	814	257	480	442	410	281	499	154	314	277	243	172	175	81	165	112						
		10.00 - 10.30								A 21.1	30	1844	1652	755	332	836	277	500	450	412	284	522	169	330	280	246	178	154	70^	140	109						
		10.30 - 11.00								A 22.0	33	1923	1580	745	324	823	262	475	449	408	278	531	193	327	291	232	175	133	56^	93	79						
										A 21.6	34	1888	1555	752	333	829	272	484	454	409	272	549	197	347	311	249	170	131	55^	46^	40^						
NBC NIGHTLY NEWS-SAT.										16	163	167																									
	SAT.	6.30P	30	NBC	N					A 8.8	18	769	1584	677	197	716	92^	241	284	350	411	735	152^	358	336	336	355	10^	LT	123^	66^						
										B 10.0	19	874	1469	652	189	712	95	214	259	301	424	639	138	287	290	284	317	39	8	79	48						
NBC NIGHTLY NEWS-SUN										10	174	173																									
	SUN.	6.30P	30	NBC	N					A 9.6	17	839	1747	709	312	774	201	369	373	332	354	739	171	389	386	328	331	55^	16^	179	124^						
										B 7.6	13	664	1520	718	237	771	146	295	331	344	409	597	120	283	295	283	281	70	32	82	54						
NBC NIGHTLY NEWS										88	204	203																									
	M-F	6.30P	30	NBC	N					A 12.9	23	1127	1437	691	229	747	142	280	304	366	387	609	126	264	280	280	299	37^	8^	44^	21^						
										B 12.3	22	1075	1478	675	202	735	144	263	291	320	401	631	130	267	276	287	318	46	24	66	42						
NBC SUNDAY NIGHT MOVIE										18	201	201																									
	SUN.	9.00P	120	NBC	FF					A 19.2	29	1678	1746	783	385	862	347	597	510	383	239	456	201	344	292	185	103	200	123	228	167						
		9.00 - 9.30								B 18.6	29	1626	1751	768	334	872	317	546	496	406	268	604	210	401	381	310	165	153	76	122	89						
		9.30 - 10.00								A 17.8	25	1556	1826	757	357	840	345	577	486	358	232	446	194	340	290	182	106	212	125	328	231						
		10.00 - 10.30								A 19.7	29	1722	1767	770	367	859	348	601	509	372	235	445	206	342	292	174	95	202	115	261	192						
		10.30 - 11.00								A 20.0	31	1748	1720	806	413	876	343	606	531	404	243	472	203	348	291	191	112	194	129	178	135						
										A 19.3	32	1687	1673	798	398	873	356	606	510	392	249	454	194	338	291	189	104	193	121	153	115						
NEWHART										17	207	207																									
	MON.	9.00P	30	CBS	CS					A 18.0	25	1573	1599	778	347	865	251	465	494	392	328	468	153	264	299	235	153	108	55^	158	92						
										B 19.9	29	1739	1673	787	352	873	298	504	485	381	304	535	200	356	337	250	152	110	59	155	98						
NEWSBREAK-M-F										94	160	162																									
	1 M-THF	9.58P	1	CBS	N					A 11.5	17	1005	1564	797	294	882	230	420	413	405	394	466	131	216	225	205	202	93	43^	123	86						
	1 TUE.	9.51P	1							B 12.1	18	1058	1597	781	302	873	247	444	425	398	372	524	147	280	269	259	212	92	44	108	76						
	2 M-F	9.58P	1																																		

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FOR EXPLANATION OF SYMBOLS, SEE PAGE A.



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND FEB. 1987 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION													
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES															
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11		
EVENING CONT'D																													
VALERIE																													
SUN. 8.30P 30 NBC CS 5 203 202 A 14.6 21 1276 2056 766 310 841 342 576 490 372 213 563 312 452 342 198 94^ 278 146 374 238																													
B 14.7 21 1285 2064 762 327 879 346 588 522 390 229 609 276 454 367 267 118 261 133 315 204																													
WEBSTER																													
FRI. 8.00P 30 ABC CS 16 209 209 A 14.3 24 1250 1814 709 270 846 276 490 421 332 334 490 169 265 254 186 194 67^ 22^ 411 284																													
B 14.0 23 1224 1797 708 281 823 253 449 419 345 331 453 149 249 237 194 177 141 89 380 235																													
WE THE PEOPLE																													
1 MTU TH 8.58P 1 CBS DO 35 199 198 A 11.5 17 1005 1682 723 268 769 178 352 382 396 343 510 133 246 259 259 226 111 56^ 292 201																													
2 TU & TH 8.58P 1 B 12.2 18 1066 1739 736 299 829 254 438 425 382 326 557 167 327 311 280 204 107 51 246 158																													
WHO'S THE BOSS?																													
TUE. 8.00P 30 ABC CS 17 211 210 A 22.0 32 1923 1898 780 406 875 405 629 524 362 206 480 206 326 317 209 112 223 131 320 225																													
B 22.3 34 1949 1939 758 378 849 366 577 516 359 211 543 231 384 353 244 124 224 123 323 207																													
WIZARD																													
2 THU. 8.00P 60 CBS A 1 198 A 9.4 13 822 1573 663 249^ 725 126^ 315^ 386 395 308^ 487 111^ 214^ 239^ 257^ 248^ 130^ 43^ 231^ 193^																													
8.00 - 8.30 B 9.4 13 822 1573 663 249 725 126 315 386 395 308 487 111 214 239 257 248 130 43 231 193																													
8.30 - 9.00 A 9.0 13 787 1584 652 251^ 730 141^ 313^ 370 366 325^ 477 97^ 203^ 228^ 261^ 249^ 135^ 45^ 242^ 202^																													
A 9.8 14 857 1541 669 245^ 712 107^ 309^ 394 420 292^ 489 120^ 222^ 244^ 250^ 245^ 122^ 41^ 218^ 181^																													
*LATE FRINGE																													
ABC NEWS:NIGHTLINE																													
1 MTUWF 11.30P 30 ABC N 73 197 195 A 6.1 17 533 1233 599 186 618 129 305 307 333 284 583 127^ 285 283 327 259 30^ 17^ LT LT																													
1 THU. 11.30P 31 B 5.7 16 498 1185 553 181 596 132 273 282 301 279 551 137 286 275 298 234 27 14 11 LT																													
2 M-F 11.30P 30																													
ABC NEWS:NIGHTLINE-MON																													
1 183 A 5.2 19 454 1328 487^ 212^ 487^ 165^ 343^ 178^ 286^ 144^ 841 425^ 605^ 634 284^ 207^ LT LT LT LT																													
2 MON. 12.00M 30 ABC N 95 B 5.2 19 454 1328 487 212 487 165 343 178 286 144 841 425 605 634 284 207 LT LT LT LT																													
ABC WEEKEND REPORT-SAT.																													
SAT. 11.30P 15 ABC N 17 141 141 A 2.2 6 192 1365 606^ 407^ 652^ 171^ 380^ 380^ 375^ 272^ 713^ 98^ 255^ 157^ 338^ 458^ LT LT LT LT																													
B 2.5 8 219 1151 603 237 637 162 335 335 304 279 439 110 206 193 203 211 47 26 28 28																													
ABC WEEKEND REPORT-SUN.																													
1 SUN. 11.54P 15 ABC N 18 150 152 A 2.7 8 236 1186 571^ 157^ 576^ 114^ 267^ 390^ 313^ 186^ 610 153^ 271^ 301^ 280^ 309^ LT LT LT LT																													
2 SUN. 11.30P 15 B 2.7 9 236 1021 468 268 531 142 272 318 266 201 456 106 236 240 241 175 LT LT LT LT																													
CBS LATE NIGHT I																													
1 MTU TH 11.30P 66 CBS FF 87 184 184 A 4.8 18 420 1219 642 262 683 150^ 386 409 404 245 502 87^ 240 226 290 229 25^ LT LT LT LT																													
1 WED. 11.30P 67 B 4.8 17 420 1231 581 245 663 203 364 355 327 237 476 138 268 240 239 179 54 24 38 16																													
2 MTU TH 11.30P 66																													
2 TUE. 11.30P 67																													
11.30 - 12.00 A 4.9 15 428 1245 647 252 680 136^ 362 394 411 258 505 80^ 231 232 289 238 51^ 14^ LT LT																													
12.00 - 12.30 A 4.8 20 420 1186 646 272 684 159^ 410 426 405 229 494 92^ 240 220 288 220 LT LT LT LT																													
12.30 - 1.00 A 4.6 23 402 1182 615 281 667 174 379 412 365 236 495 92^ 246 212 284 224 LT LT 20^ 20^																													
CBS LATE NIGHT II																													
1 M & TU 12.36A 44 CBS FF 94 178 179 A 3.4 19 297 1108 573 246 607 179^ 347 390 333 203^ 464 114^ 249 205^ 262 192^ LT LT 27^ 21^																													
1 WED. 12.37A 47 B 3.2 18 280 1093 526 208 584 190 316 319 275 210 445 142 273 226 216 153 35 LT 29 LT																													
1 THU. 12.36A 47																													
1 FRI. 12.30A 42																													
2 M & TH 12.36A 47																													
2 TUE. 12.37A 47																													
2 WED. 12.36A 46																													
2 FRI. 12.30A 38																													
12.30 - 1.00 A 3.4 17 297 1202 619 289 653 202^ 384 413 350 213^ 492 138^ 273 211^ 259 193^ 17^ LT 40^ 31^																													
1.00 - 1.30 A 3.4 21 297 987 511 202^ 545 149^ 300 357 312 188^ 429 85^ 222^ 199^ 263 189^ LT LT LT LT																													

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND FEB. 1987 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
																		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)			

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND FEB. 1987 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																											
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)																	
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11																
WEEKDAY DAYTIME CONT'D																																											
ABC DAYTIME NEWSBRIEF-M-F																		88	205	206	A	7.5	25	656	1261	751	208	835	401	599	508	320	203	239	76	131	130	103	82	82	56	105	47
M-F 2.58P 1 ABC N																		98	98	98	B	7.4	25	647	1252	761	202	852	386	583	515	341	211	253	89	139	113	90	106	74	59	73	26
ABC WORLD NEWS-MORN-615A																		89	114	113	A	1.2	11	105	1057	581	296	581	77	400	419	390	162	438	LT	210	276	362	162	LT	LT	LT	LT
M-F 6.15A 15 ABC N																		76	75	76	B	1.3	13	114	1069	514	268	549	139	334	368	352	152	456	88	198	264	264	180	LT	LT	LT	LT
ABC WORLD NEWS-MORN-645A																		88	169	169	A	2.5	16	219	1269	747	488	753	68	452	521	589	232	475	183	320	283	214	146	LT	LT	41	LT
M-F 6.45A 15 ABC N																		93	93	93	B	2.4	17	210	1192	629	318	665	125	379	417	440	224	441	110	256	267	233	154	30	23	56	LT
ALL MY CHILDREN																		88	212	213	A	7.1	23	621	1351	835	263	899	435	672	568	334	197	243	119	161	126	82	66	93	73	116	28
M-F 1.00P 60 ABC DD																		99	99	99	B	7.0	23	612	1285	816	265	913	461	688	587	342	182	227	109	156	122	72	63	53	42	92	33
1.00 - 1.30																		A	6.7	21	586	1319	827	262	882	417	655	555	333	199	238	118	159	119	76	69	85	68	114	26			
1.30 - 2.00																		A	7.5	24	656	1357	835	260	903	447	679	571	327	196	243	118	160	129	85	63	95	76	116	29			
AMERICAN TREASURY																		55	197	198	A	5.5	17	481	1478	849	255	978	282	480	421	449	399	270	88	153	108	118	100	195	94	35	LT
MWF 3.58P 1 CBS DO																		93	93	93	B	5.5	17	481	1364	797	188	917	249	457	401	407	397	238	87	135	97	98	83	130	82	79	42
ANOTHER WORLD																		87	204	204	A	5.4	18	472	1456	905	299	1032	412	606	447	371	367	246	68	129	93	122	102	87	66	91	34
M-F 2.00P 60 NBC DD																		99	99	99	B	5.2	18	454	1410	875	217	987	317	529	467	440	382	266	99	145	98	108	101	74	61	83	32
2.00 - 2.30																		A	5.4	18	472	1532	936	310	1066	452	639	463	369	369	273	89	157	110	132	100	97	65	96	30			
2.30 - 3.00																		A	5.3	18	463	1378	882	294	1008	379	576	433	375	371	207	43	95	68	109	101	78	65	85	35			
AS THE WORLD TURNS																		92	206	206	A	7.4	24	647	1229	835	176	925	210	398	419	409	440	201	44	78	63	76	114	48	23	55	27
M-F 1.30P 60 CBS DD																		99	99	99	B	7.0	23	612	1262	825	186	941	243	426	401	384	442	245	70	113	85	93	122	36	26	40	17
1.30 - 2.00																		A	7.5	24	656	1221	830	178	912	199	392	418	404	437	204	39	75	64	80	117	42	18	63	28			
2.00 - 2.30																		A	7.3	24	638	1224	833	169	935	220	400	419	411	442	194	48	77	56	69	111	53	29	42	22			
BLOCKBUSTERS																		35	145	144	A	3.0	12	262	1256	764	103	806	278	340	307	195	416	305	69	99	111	103	175	22	LT	123	20
M-F 10.30A 30 NBC QG																		76	76	76	B	2.9	12	253	1257	731	134	789	229	336	299	255	416	318	59	87	97	112	208	47	27	103	25
CAPITOL																		91	195	195	A	5.5	18	481	1264	814	201	925	264	457	442	410	376	229	96	131	84	68	91	73	17	37	11
M-F 2.30P 30 CBS DD																		93	93	93	B	5.2	18	454	1235	798	210	929	278	478	427	400	379	205	78	117	82	76	80	56	36	45	24
CBS MORNING NEWS- 6:30AM																		30	137	139	A	1.4	13	122	1000	532	173	541	74	205	131	205	336	435	41	98	114	205	296	LT	LT	LT	LT
M-F 6.30A 30 CBS N																		84	84	84	B	1.5	14	131	1247	620	250	651	151	254	256	253	366	542	100	229	230	288	296	LT	LT	LT	LT
CBS MORNING NEWS- 7:00AM																		30	201	202	A	2.6	13	227	1251	683	216	736	212	397	339	246	322	431	52	106	122	208	269	LT	LT	80	71
M-F 7.00A 30 CBS N																		98	98	98	B	2.7	14	236	1255	659	237	722	155	322	324	307	364	457	74	154	177	223	266	24	LT	52	43
DAYS OF OUR LIVES																		88	210	210	A	7.1	23	621	1546	894	259	1002	400	587	444	364	354	375	136	230	167	167	119	84	61	85	24
M-F 1.00P 60 NBC DD																		99	99	99	B	7.1	23	621	1504	861	224	979	343	544	459	400	370	358	145	205	138	132	125	95	82	72	27
1.00 - 1.30																		A	6.9	22	603	1546	876	251	985	387	582	439	363	349	392	146	239	168	171	126	88	65	81	24			
1.30 - 2.00																		A	7.4	23	647	1516	897	258	1002	409	585	438	355	353	353	123	215	164	162	112	75	52	86	25			
FAME,FORTUNE AND ROMANCE																		89	151	150	A	2.5	10	219	1078	616	201	708	183	403	447	397	215	224	41	118	100	110	96	55	41	91	LT
M-F 11.00A 30 ABC CC																		76	75	76	B	2.4	10	210	1150	658	205	752	266	463	455	340	238	268	113	176	119	101	87	35	LT	95	37
GENERAL HOSPITAL																		84	209	210	A	8.8	28	769	1254	786	213	873	393	586	521	343	231	210	76	109	90	70	88	89	78	82	45
M-F 3.00P 60 ABC DD																		99	99	99	B	8.5	28	743	1302	784	219	890	406	590	524	342	230	220	71	125	102	85	90	107	88	85	35
3.00 - 3.30																		A	8.7	28	760	1229	778	197	862	385	576	519	343	226	200	77	107	87	64	84	84	75	83	44			
3.30 - 4.00																		A	9.0	28	787	1247	782	221	866	393	583	513	338	230	209	70	108	88	73	89	93	80	79	44			
GOOD MORNING, AMERICA-730																		88	208	209	A	4.5	21	393	1262	705	178	751	163	384	354	325	347	366	101	160	168	147	181	46	41	99	59
M-F 7.30A 30 ABC N																		99	99	99	B	4.4	22	385	1207	696	225	748	193	398	435	370	280	346	91	179	175	157	155	43	27	70	35
GOOD MORNING, AMERICA-830																		89	206	207	A	4.8	20	420	1155	740	162	793	193	384	377	333	373	302	62	114	102	119	183	LT	LT	53	LT
M-F 8.30A 30 ABC N																		99	99	99	B	4.5	20	393	1161	725	168	772	185	377	401	364	340	316	62	128	110	143	178	18	LT	55	17

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND FEB. 1987 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF HOUSE WOM.	WOMEN						MEN					TEENS (12-17)		CHILDREN (2-11)								
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.		TOTAL	6-11						
WEEKDAY DAYTIME CONT'D																																			
GUIDING LIGHT										91	207	207	A	6.6	21	577	1404	822	214	949	224	428	425	452	422	238	61^	112^	103^	111^	98^	185	95^	32^	LT
M-F 3.00P 60 CBS DD										99	99	99	B	6.4	21	559	1345	811	189	942	244	461	417	423	413	231	78	121	88	90	92	113	73	59	34
3.00 - 3.30													A	6.5	21	568	1400	841	215	966	224	439	441	465	427	229	60^	102^	97^	103^	99^	180	84^	25^	LT
3.30 - 4.00													A	6.7	21	586	1391	799	209	924	222	418	407	439	412	244	65^	121	105^	113^	96^	187	103^	36^	11
LOVING										88	182	181	A	4.1	14	358	1567	896	313	981	411	701	558	364	249	360	119^	214	160^	163^	128^	98^	69^	128^	26^
M-F 12.30P 30 ABC DD										92	91	91	B	4.0	14	350	1411	844	260	950	419	669	546	346	253	267	86	148	127	108	106	69	51	125	42
MORNING PROGRAM										30	202	202	A	2.6	11	227	1264	798	207^	877	234^	418	351	317	432	331	71^	106^	105^	163^	177^	21^	LT	35^	22^
M-F 7.30A 90 CBS N										98	98	98	B	2.8	12	245	1218	700	147	766	157	304	301	297	428	384	77	131	116	160	231	27	LT	41	28
7.30 - 8.00													A	2.4	11	210	1329	739	205^	854	262^	424	353	267^	396	410	57^	87^	119^	214^	248^	22^	LT	43^	34^
8.00 - 8.30													A	2.6	11	227	1304	803	203^	913	230^	437	366	330	454	326	80^	128^	115^	159^	158^	29^	LT	36^	22^
8.30 - 9.00													A	2.8	12	245	1180	829	216^	882	220^	404	347	355	453	254^	70^	103^	86^	118^	123^	20^	LT	24^	LT
NBC NEWS AT SUNRISE										90	191	191	A	2.5	19	219	1014	489	310^	543	78^	315	343	310^	200^	423	100^	255^	268^	250^	155^	38^	32^	LT	LT
M-F 6.30A 30 NBC N										97	97	97	B	2.3	18	201	1065	494	232	535	59	254	283	316	239	492	130	294	302	273	172	26	LT	LT	LT
NBC NEWS DIGEST-DAYTIME										54	192	192	A	4.5	15	393	1359	868	270	977	399	577	418	352	330	239	58^	117^	79^	133^	109^	66^	66^	77^	31^
MWF 2.57P 1 NBC N										95	95	95	B	4.4	15	385	1342	824	195	942	298	494	440	420	369	243	81	117	82	100	105	73	65	84	33
NEW CARD SHARKS										91	169	169	A	4.5	17	393	1356	837	173^	901	234	369	408	366	427	299	57^	110^	119^	166^	148^	47^	38^	109^	39^
M-F 10.30A 30 CBS QP										84	84	84	B	4.1	17	358	1252	701	154	771	204	313	321	288	394	319	73	141	124	156	163	40	27	122	67
NEWSBREAK-11.57										92	179	177	A	6.7	25	586	1311	770	164	876	218	377	344	305	447	334	69^	119	115^	131	197	19^	15^	82^	35^
M-F 11.57A 2 CBS N										85	84	84	B	6.7	27	586	1294	688	173	790	195	335	302	303	412	348	92	146	110	151	182	54	28	102	42
NEWSBREAK-3.44										91	192	192	A	5.7	18	498	1386	816	232	948	229	416	414	425	433	227	67^	116^	99^	114^	83^	177	99^	34^	12^
1 M & TU 3.42P 1 CBS N										95	95	95	B	6.0	19	524	1330	794	194	923	247	451	402	399	411	232	86	129	93	92	86	110	75	65	35
WED. 3.43P 1																																			
1 THU. 3.45P 1																																			
1 FRI. 3.44P 1																																			
2 MON. 3.40P 1																																			
2 TU & F 3.42P 1																																			
2 THU. 3.39P 1																																			
ONE LIFE TO LIVE										86	210	211	A	7.3	24	638	1279	768	191	839	385	591	508	332	213	237	83^	131	119	97^	85^	90^	68^	113	52^
M-F 2.00P 60 ABC DD										99	99	99	B	7.3	25	638	1262	780	210	872	390	610	538	357	208	245	88	136	109	85	101	65	51	80	27
2.00 - 2.30													A	7.0	23	612	1291	775	191	839	380	587	508	336	215	235	86^	129	113^	93^	84^	99^	72^	118	56^
2.30 - 3.00													A	7.6	25	664	1250	762	188	831	385	593	505	326	208	230	77^	126	121	97^	83^	82^	64^	107	47^
PRICE IS RIGHT 1										91	207	207	A	6.8	26	594	1365	758	161	849	203	375	365	338	424	337	83^	168	150	155	147	55^	40^	124	45^
M-F 11.00A 30 CBS AP										99	99	99	B	6.4	26	559	1317	719	162	810	209	347	332	314	412	338	85	156	125	154	163	51	29	118	53
PRICE IS RIGHT 2										92	207	207	A	8.1	31	708	1333	781	163	876	211	378	368	344	445	328	67^	140	131	144	169	39^	24^	90^	34^
M-F 11.30A 30 CBS AP										99	99	99	B	7.9	32	690	1293	711	164	801	194	340	324	318	413	341	83	146	112	154	179	49	28	102	43
RYAN'S HOPE										87	165	165	A	2.9	10	253	1194	684	265^	780	269^	491	423	304	246^	194^	60^	67^	47^	63^	119^	117^	110^	103^	28^
M-F 12.00N 30 ABC DD										84	84	84	B	2.8	10	245	1195	705	213	806	313	521	453	319	260	225	82	115	88	86	104	55	44	109	32
SALE OF THE CENTURY										35	166	166	A	3.5	14	306	1294	751	101^	794	235	317	277	184^	441	330	90^	120^	101^	90^	191^	79^	55^	91^	23^
M-F 10.00A 30 NBC QG										85	85	85	B	3.7	15	323	1242	729	120	799	219	335	288	246	431	326	69	107	97	101	204	50	27	67	26
SANTA BARBARA										87	197	197	A	4.6	14	402	1405	837	221	900	405	557	423	294	295	300	91^	154^	102^	115^	146^	80^	52^	125^	73^
M-F 3.00P 60 NBC DD										97	97	97	B	4.4	14	385	1376	814	150	889	341	476	386	334	361	273	94	134	86	95	137	102	75	112	68
3.00 - 3.30													A	4.5	14	393	1351	839	223	885	398	551	420	285	288	303	102^	161^	105^	112^	142^	61^	44^	102^	41^
3.30 - 4.00													A	4.7	14	411	1418	823	206	889	402	548	412	291	297	294	83^	146^	97^	114^	148^	91^	59^	144^	103^

KEY: A = CURRENT REPORT B = SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND FEB. 1987 REPORT

PROGRAM NAME						T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																		
													VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2		AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11				
WEEKDAY DAYTIME CONT'D																															
SCRABBLE						87	197	197	A	5.7	22	498	1249	731	130^	771	212	305	303	276	388	327	72^	112^	141	147	166	38^	38^	113^	18^
M-F 11.30A 30 NBC QG						96	96		B	5.0	20	437	1253	726	148	792	184	313	300	303	425	327	76	112	104	129	186	51	32	83	32
SUPER PASSWORD						87	160	160	A	4.0	14	350	1311	722	91^	799	179^	291	291	303	446	312	77^	135^	165^	138^	141^	109^	98^	91^	31^
M-F 12.00N 30 NBC QG						77	77		B	3.6	13	315	1259	714	123	809	169	290	262	317	467	295	74	107	82	115	172	88	53	67	35
TODAY SHOW-7.30AM						89	204	204	A	5.7	26	498	1243	743	268	784	182	372	386	350	361	412	60^	147	190	205	218	19^	LT	28^	14^
M-F 7.30A 30 NBC N						99	99		B	5.2	26	454	1248	701	225	743	156	357	374	356	333	441	84	200	211	235	201	21	LT	43	34
TODAY SHOW-8.30AM						89	204	204	A	5.8	24	507	1264	822	203	857	229	386	367	325	395	381	61^	131^	191	182	190	14^	LT	12^	LT
M-F 8.30A 30 NBC N						99	99		B	5.4	24	472	1215	762	154	798	178	339	338	303	406	361	77	149	154	165	178	15	LT	41	25
\$25,000 PYRAMID						89	179	178	A	4.2	16	367	1292	859	204	919	235	358	389	371	467	254	71	107^	98^	112^	117^	21^	16^	98^	33^
M-F 10.00A 30 CBS QP						91	90		B	3.8	16	332	1207	718	162	798	204	331	316	297	419	280	79	130	114	122	131	24	20	105	50
WEBSTER M-F						40	147	146	A	2.2	8	192	1307	682	208^	729	318^	548	390	296^	161^	250^	78^	136^	99^	109^	88^	78^	62^	250^	83^
M-F 11.30A 30 ABC CS						75	75		B	2.2	8	192	1272	613	213	656	300	486	393	247	157	230	101	159	119	89	64	96	59	290	131
WHEEL OF FORTUNE						87	209	209	A	7.0	27	612	1250	776	101^	832	241	347	334	288	418	304	48^	95^	103^	127	180	27^	23^	87^	13^
M-F 11.00A 30 NBC QG						99	99		B	6.4	26	559	1259	747	133	811	188	320	308	304	441	321	67	109	92	121	193	44	27	83	32
WORDPLAY						39	148	148	A	3.7	13	323	1437	819	102^	882	343	421	353	266	397	388	105^	182^	158^	168^	166^	50^	41^	117^	31^
M-F 12.30P 30 NBC QG						78	78		B	3.7	13	323	1429	736	183	830	272	363	312	295	405	337	74	128	106	163	193	127	69	135	80
YOUNG AND THE RESTLESS						91	208	208	A	8.7	30	760	1271	829	236	938	281	480	457	382	401	249	69^	118	99	103	109	32^	9^	52^	16^
M-F 12.30P 60 CBS DD						99	99		B	8.1	30	708	1260	810	198	924	293	488	421	370	384	251	69	119	92	100	119	34	19	51	21
12.30 - 1.00									A	8.6	30	752	1259	818	226	929	283	475	441	375	399	245	71^	122	101	101	103	35^	11^	50^	16^
1.00 - 1.30									A	8.8	30	769	1272	831	238	936	276	476	466	383	400	252	64^	112	99	104	116	31^	8^	53^	16^
*WEEKEND DAYTIME																															
ABC COLLEGE BSKTBALL GAME						5	178	164	A	2.0	5	175	1463	439^	114^	439^	34^	85^	80^	144^	354^	806^	321^	440^	429^	336^	263^	LT	LT	206^	155^
1 SUN. 2.00P 132 ABC SE						91	84		B	2.3	6	201	1350	441	187	450	77	181	167	215	257	709	230	408	409	332	231	74	LT	117	90
2 SUN. 2.00P 124																															
2.00 - 2.30									A	1.9	5	166	1259	427^	175^	427^	42^	90^	96^	156^	331^	783^	320^	435^	392^	314^	313^	LT	LT	49^	49^
2.30 - 3.00									A	1.8	5	157	1471	502^	121^	502^	31^	95^	95^	96^	407^	899^	371^	484^	452^	381^	319^	LT	LT	70^	70^
3.00 - 3.30									A	1.7	4	149	1631	544^	182^	544^	46^	160^	160^	276^	384^	778^	328^	470^	403^	317^	215^	40^	LT	269^	269^
3.30 - 4.00									A	2.4	6	210	1638	371^	48^	371^	LT	LT	LT	85^	352^	861	304^	457^	539^	387^	232^	LT	LT	406^	248^
4.00 - 4.30									A	2.6	7	227	1176^	353^	53^	410^	57^	92^	35^	146^	318^	603^	207^	207^	252^	255^	207^	LT	LT	163^	LT
ABC WEEKEND SPECIALS						19	182	182	A	3.6	12	315	1892	375^	242^	490	307^	395^	280^	138^	95^	206^	115^	140^	87^	57^	49^	141^	78^	1055	631
SAT. 12.00N 30 ABC FV						92	88		B	4.0	13	350	1755	391	171	462	255	339	300	163	100	292	151	218	175	90	64	184	116	817	489
ABC WIDE WORLD-SPORTS SAT						9	187	189	A	6.5	15	568	1532	549	292	637	139^	260	275	303	326	717	211^	381	381	346	267	87^	33^	91^	22^
1 SAT. 4.30P 90 ABC SA						96	95		B	6.2	14	542	1620	599	255	695	182	339	325	309	311	689	205	418	406	338	232	107	39	129	61
2 SAT. 4.32P 88																															
4.30 - 5.00									A	6.3	16	551	1468	621	379	701	137^	325	344	361	329	654	173^	340	367	327	252^	LT	LT	113^	22^
5.00 - 5.30									A	6.7	16	586	1599	499	253	582	117^	221^	230^	296	313	774	240^	426	414	387	265	157^	45^	86^	23^
5.30 - 6.00									A	6.6	15	577	1508	533	261	632	165^	243^	250	255	335	699	216^	370	360	314	269	95^	53^	82^	27^
ABC WIDE WORLD-SPORTS SUN						2	164		A	4.1	10	358	1422	487^	137^	554^	174^	174^	124^	101^	363^	791	263^	472^	425^	343^	226^	52^	30^	25^	LT
2 SUN. 4.04P 116 ABC SA						89			B	9.1	19	795	1533	443	178	520	187	247	239	181	241	815	280	497	483	388	251	100	28	98	62
4.00 - 4.30									A	3.3	8	288	1115	375^	94^	375^	58^	58^	58^	140^	317^	740	233^	437^	309^	340^	303^	LT	LT	LT	LT
4.30 - 5.00									A	4.3	10	376	1338	418^	112^	418^	79^	79^	79^	118^	339^	875	234^	518^	519^	452^	250^	LT	LT	45^	LT
5.00 - 5.30									A	4.6	11	402	1505	513^	142^	625^	232^	232^	155^	80^	358^	732	282^	464^	413^	286^	164^	108^	47^	40^	LT
5.30 - 6.00									A	4.2	9	367	1569	592^	178^	720^	281^	281^	179^	78^	413^	771	276^	433^	409^	285^	210^	78^	65^	LT	LT



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## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND FEB. 1987 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
														TOTAL	18-34	WOMEN 18-49		25-54	35-64		55+	TOTAL	18-34	MEN 18-49		25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
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FOR EXPLANATION OF SYMBOLS, SEE PAGE A.



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND FEB. 1987 REPORT

PROGRAM NAME						T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
												VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	TOTAL	18-34	WOMEN 18-49	25-54	35-64	55+	TOTAL	18-34	MEN 18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11				
WEEKEND DAYTIME CONT'D																															
NBC COLLEGE BSKBL SAT						7	164	168	A	3.8	11	332	1554	455	211	479	142	279	209	189	200	816	200	533	469	443	257	151	LT	108	34
SAT. 1.00P 133 NBC SE						87	89	B	3.6	10	315	1189	316	125	364	102	186	175	136	158	637	144	406	390	372	206	101	25	87	47	
1.00 - 1.30								A	3.8	12	332	1654	399	223	453	230	311	187	117	142	771	202	544	491	448	190	222	50	208	79	
1.30 - 2.00								A	3.7	11	323	1601	477	254	526	197	343	232	199	183	812	176	501	486	474	242	161	LT	102	16	
2.00 - 2.30								A	3.4	10	297	1586	518	212	518	112	310	267	258	208	822	189	511	456	438	293	145	LT	101	17	
2.30 - 3.00								A	3.7	10	323	1545	458	191	458	56	223	198	232	235	928	261	638	515	463	290	105	LT	54	LT	
3.00 - 3.30								A	4.2	12	367	1403	476	139	479	90	163	136	149	316	774	196	499	417	384	275	93	LT	57	42	
NBC COLLEGE BSKBL 2 SAT						5	163	160	A	3.6	10	315	1324	444	194	470	61	207	216	232	206	611	173	443	420	338	152	110	28	133	105
1 SAT. 3.16P 118 NBC SE						87	88	B	3.3	9	288	1170	411	199	434	57	220	239	269	165	529	118	303	297	293	190	100	22	107	95	
2 SAT. 3.18P 121								A	3.4	10	297	1212	484	174	495	97	232	186	176	263	495	94	378	358	341	117	158	61	64	54	
3.00 - 3.30								A	3.4	10	297	1380	551	262	568	107	292	293	307	194	597	176	482	424	367	115	158	67	57	44	
4.00 - 4.30								A	3.3	9	288	1236	417	195	417	45	181	229	229	143	591	222	430	371	275	161	83	LT	145	126	
4.30 - 5.00								A	3.9	11	341	1276	363	158	393	41	158	167	190	185	648	167	431	440	352	185	103	LT	132	109	
5.00 - 5.30								A	4.2	11	367	1575	422	152	501	LT	158	175	229	315	742	176	507	542	424	175	79	24	253	182	
NBC COLLEGE BSKBL SUN						6	193	183	A	3.9	10	341	1595	472	205	525	249	281	204	185	177	745	150	426	468	475	232	128	LT	197	121
1 SUN. 1.00P 152 NBC SE						97	94	B	4.0	10	350	1538	452	248	553	237	296	234	195	201	762	186	465	463	448	236	107	LT	116	79	
2 SUN. 1.00P 122								A	3.2	9	280	1564	500	250	571	268	285	181	178	197	718	251	429	432	353	200	125	LT	150	93	
1.00 - 1.30								A	3.6	10	315	1632	491	222	533	244	283	168	178	206	800	181	496	484	508	229	130	LT	169	102	
1.30 - 2.00								A	3.5	9	306	1657	467	196	506	254	271	191	157	179	732	68	431	480	547	252	164	LT	255	173	
2.00 - 2.30																															
2.30 - 3.00								A	3.8	10	332	1693	488	231	542	265	322	235	199	154	745	148	405	466	474	230	159	LT	247	154	
3.00 - 3.30								A	6.6	16	577	1504	446	156	500	214	243	260	227	164	759	106	392	511	513	248	68	LT	177	82	
ONE TO GROW ON-8:58AM						20	200	200	A	5.3	24	463	1873	424	111	444	229	354	305	179	90	270	174	202	142	96	60	182	79	977	515
SAT. 8.58A 2 NBC CN						98	97	B	4.8	23	420	1617	307	126	359	187	254	168	131	86	215	128	170	116	74	39	141	54	902	544	
ONE TO GROW ON-10:28AM						20	204	205	A	6.9	22	603	1809	395	146	431	272	347	242	123	84	263	165	234	163	98	15	204	51	911	439
SAT. 10.28A 2 NBC CN						99	99	B	6.7	23	586	1698	374	160	430	255	318	223	119	93	258	147	198	121	90	49	177	90	833	441	
ONE TO GROW ON-11:58AM						18	182	177	A	5.8	19	507	2089	258	148	343	199	234	121	89	92	277	173	233	182	90	33	245	134	1224	534
SAT. 11.58A 2 NBC CN						95	95	B	5.8	19	507	1798	353	168	394	216	275	208	129	98	237	118	169	117	87	63	220	123	947	521	
PEE WEE'S PLAYHOUSE						16	207	207	A	6.4	21	559	1597	317	59	345	190	275	216	134	59	198	115	160	87	59	38	189	85	865	453
SAT. 10.00A 30 CBS CL						99	99	B	5.7	20	498	1773	317	135	373	220	281	202	101	87	223	112	179	153	83	40	179	87	998	588	
POUND PUPPIES						19	205	205	A	4.7	15	411	1968	267	119	313	140	248	205	127	65	238	146	193	142	61	35	260	105	1157	714
SAT. 10.30A 30 ABC CA						97	96	B	4.5	15	393	1864	347	141	394	254	315	235	112	73	200	99	142	110	75	53	173	86	1097	672	
PRO BOWLERS TOUR						7	170	173	A	5.7	16	498	1406	582	198	608	95	237	271	305	319	604	197	291	308	274	245	74	74	120	64
1 SAT. 3.00P 90 ABC SE						90	91	B	5.7	15	498	1407	596	186	658	135	263	300	293	336	608	181	338	346	275	226	61	40	80	45	
2 SAT. 3.00P 92								A	4.7	13	411	1355	497	156	509	86	175	218	245	282	547	214	283	296	216	209	145	145	154	115	
3.00 - 3.30								A	5.6	16	489	1297	543	137	578	89	215	245	290	306	576	190	261	273	251	244	55	55	88	51	
3.30 - 4.00								A	6.7	18	586	1556	682	285	711	106	303	336	369	355	675	198	328	350	339	272	44	44	126	40	
4.00 - 4.30																															
REAL GHOSTBUSTERS						20	204	203	A	5.2	17	454	2084	283	148	335	167	283	233	139	52	298	152	225	190	119	54	297	61	1154	783
SAT. 10.00A 30 ABC CA						98	98	B	5.2	18	454	1750	284	125	343	187	249	193	132	75	219	103	159	128	79	51	233	86	955	610	
ROCK N WRESTLING-1						13	140		A	2.7	9	236	1589	382	LT	382	162	234	85	123	135	330	195	195	195	43	135	67	LT	810	398
1 SAT. 12.00N 30 CBS CA						69		B	3.1	10	271	1551	332	106	356	176	222	213	116	93	264	112	211	171	121	45	198	121	733	412	

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION																		
																	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)									
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11								
WEEKEND DAYTIME CONT'D																																			
ROCK N WRESTLING-2										17	139	133	A	2.9	10	253	1708	439^	48v	439^	258^	321^	261^	151^	111v	403^	208^	367^	328^	195^	36v	79v	LT	787	392^
SAT. 12.30P 30 CBS CA										69	66	B	3.1	10	271	1730	341	128	406	233	292	220	122	93	325	166	272	208	130	48	200	75	799	434	
ROCK N WREST.-1(B)										130		A	2.5	8	219	1589	437^	46v	437^	283v	283v	283v	154v	154v	296v	59v	296v	296v	237v	LT	102v	LT	754^	448^	
2 SAT. 12.00N 30 CBS CA										63																									
SMURFS I										20	205	206	A	6.0	24	524	1698	372	133^	418	250^	350	220^	129^	68v	250^	168^	224^	152^	82^	21v	163^	34v	867	453
SAT. 9.00A 30 NBC CA										99	99	B	5.5	23	481	1728	329	134	375	207	266	182	124	90	249	142	202	163	95	36	161	63	943	549	
SMURFS II										20	205	206	A	6.2	22	542	1590	302	111^	361	225^	304	189^	106^	57v	190^	130^	182^	117^	60v	LT	144^	24v	895	489
SAT. 9.30A 30 NBC CA										99	99	B	6.2	23	542	1745	342	128	393	230	279	208	116	91	273	154	218	169	103	46	190	86	889	514	
SMURFS III										20	205	206	A	7.0	23	612	1775	405	179^	448	268	375	261	150^	73^	254	168^	236	167^	86^	9v	174^	64^	899	454
SAT. 10.00A 30 NBC CA										99	99	B	6.9	24	603	1702	367	167	422	250	316	221	119	87	255	148	199	126	89	47	186	91	839	454	
SPORTSWORLD										6	188	162	A	4.7	12	411	1655	474	234^	526	228^	331^	239^	199^	180^	671	169^	376	379	373	247^	247^	153^	211^	105^
1 SUN. 3.32P 53 NBC SA										96	88	B	5.5	13	481	1608	545	262	648	233	356	303	288	247	679	180	405	394	381	229	129	63	152	98	
2 SUN. 3.00 - 3.30													A	3.4	9	297	1438	432^	267^	445^	202v	262^	85v	171v	158v	603^	168v	404^	404^	321^	199v	211v	LT	179v	34v
3.30 - 4.00													A	4.6	12	402	1393	396	145^	431	219^	263^	159^	135^	155^	732	164^	418	423	419	273^	102^	17v	128^	62v
4.00 - 4.30													A	5.6	14	489	1736	506	208^	559	224^	351	289^	219^	199^	675	148^	340	353	380	272^	254^	179^	248^	156^
4.30 - 5.00													A	4.3	10	376	2213	657^	476^	731^	295^	500^	418^	305^	202^	591^	233^	363^	341^	307^	161v	555^	476^	336^	134v
SUNDAY MORNING										19	180	181	A	4.8	19	420	1490	670	257^	763	37v	328^	375	453	388	576	165^	336^	293^	288^	240^	29v	29v	122^	46v
SUN. 9.00A 90 CBS N										96	96	B	4.5	18	393	1376	623	241	708	112	258	312	326	386	549	133	282	312	297	208	33	18	86	45	
9.00 - 9.30													A	3.9	18	341	1566	733	287^	804	33v	326^	379^	498	425	510	106v	267^	244^	313^	243^	102v	102v	150^	76v
9.30 - 10.00													A	5.0	20	437	1485	681	263^	789	35v	341	388	467	401	604	168^	352	301^	309^	252^	LT	LT	92^	35v
10.00 - 10.30													A	5.6	20	489	1407	600	224^	697	44v	309	352	391	345	585	198^	360	312	244^	225^	LT	LT	125^	33v
TEEN WOLF										20	204	205	A	5.5	17	481	1755	326	66v	374	205^	284^	248^	118^	67v	288^	151^	249^	156^	123^	39v	216^	85^	877	522
SAT. 10.30A 30 CBS CA										99	99	B	5.6	19	489	1789	298	150	383	186	254	184	140	102	233	143	202	139	75	29	290	129	883	533	
THIS WEEK-DAVID BRINKLEY										17	188	188	A	4.5	13	393	1201	544	127^	601	63v	145^	170^	234^	428	587	144^	246^	245^	191^	328^	LT	LT	13v	LT
SUN. 11.30A 60 ABC N										97	97	B	4.2	13	367	1185	531	144	565	82	119	145	180	405	595	102	217	244	256	334	LT	LT	23	LT	
11.30 - 12.00													A	4.4	13	385	1156	509	154^	587	59v	140^	156^	213^	426	569	135^	234^	227^	172^	322^	LT	LT	LT	LT
12.00 - 12.30													A	4.6	13	402	1224	578	97^	612	64v	144^	179^	255^	433	589	149^	249^	251^	202^	330^	LT	LT	23v	15v
WILDFIRE										20	198	198	A	3.1	14	271	1443	354^	196^	391^	144^	215^	192^	114v	176^	241^	LT	137^	159^	159^	75v	77v	44v	734	409^
SAT. 8.30A 30 CBS CA										97	97	B	3.1	15	271	1602	304	90	346	166	226	219	111	108	179	62	118	95	80	57	108	52	969	562	
WUZZLES										19	203	202	A	2.4	14	210	2024	382^	115v	520^	247^	377^	296^	158v	143v	261^	156v	180^	158v	24v	81v	47v	47v	1196	582^
SAT. 8.00A 30 ABC CA										98	98	B	2.3	14	201	1598	352	172	398	214	285	233	122	104	236	110	158	131	64	78	60	37	904	522	

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. FEB. 9, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)	<div> <div>17,480 20.0</div> <div>MACGYVER</div> <div>19,930 22.8</div> <div>ABC MONDAY NIGHT MOVIE THE LAST FLING (SD)</div> </div>															
	AVERAGE AUDIENCE (Households (000) & %)	<div> <div>14,250 16.3</div> <div>15.6*</div> <div>16.9*</div> <div>13,900 15.9</div> <div>15.0*</div> <div>16.0*</div> <div>16.3*</div> <div>16.3*</div> </div>															
	SHARE OF AUDIENCE (Households (000) & %)	<div> <div>23</div> <div>22 *</div> <div>24 *</div> <div>23</div> <div>21 *</div> <div>23 *</div> <div>24 *</div> <div>26 *</div> </div>															
	AVG. AUD. BY ¼ HR.	<div> <div>15.3</div> <div>16.0</div> <div>16.9</div> <div>16.8</div> <div>14.7</div> <div>15.3</div> <div>16.0</div> <div>16.0</div> <div>16.5</div> <div>16.1</div> <div>16.7</div> <div>15.9</div> </div>															
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	<div> <div>20,190 23.1</div> <div>KATE &amp; ALLIE</div> <div>17,480 20.0</div> <div>MY SISTER SAM (SD)</div> <div>17,570 20.1</div> <div>NEWHART</div> <div>14,420 16.5</div> <div>CAVANAUGHS (SD)</div> <div>11,360 13.0</div> <div>CAGNEY &amp; LACEY</div> </div>															
	AVERAGE AUDIENCE (Households (000) & %)	<div> <div>17,920 20.5</div> <div>15,910 18.2</div> <div>15,730 18.0</div> <div>12,590 14.4</div> <div>9,350 10.7</div> <div>10.5*</div> <div>10.8*</div> </div>															
	SHARE OF AUDIENCE (Households (000) & %)	<div> <div>29</div> <div>26</div> <div>25</div> <div>21</div> <div>16</div> <div>16 *</div> <div>17 *</div> </div>															
	AVG. AUD. BY ¼ HR.	<div> <div>19.9</div> <div>21.2</div> <div>18.3</div> <div>18.2</div> <div>17.7</div> <div>18.3</div> <div>15.1</div> <div>13.7</div> <div>10.5</div> <div>10.5</div> <div>10.9</div> <div>10.7</div> </div>															
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	<div> <div>19,230 22.0</div> <div>ALF</div> <div>26,660 30.5</div> <div>NBC MONDAY NIGHT MOVIES THE TWO MRS. GRENVILLES, PART 2</div> </div>															
	AVERAGE AUDIENCE (Households (000) & %)	<div> <div>15,120 17.3</div> <div>16.5*</div> <div>18.2*</div> <div>20,980 24.0</div> <div>22.9*</div> <div>24.2*</div> <div>24.8*</div> <div>24.2*</div> </div>															
	SHARE OF AUDIENCE (Households (000) & %)	<div> <div>25</div> <div>24 *</div> <div>26 *</div> <div>35</div> <div>32 *</div> <div>35 *</div> <div>37 *</div> <div>38 *</div> </div>															
	AVG. AUD. BY ¼ HR.	<div> <div>16.3</div> <div>16.7</div> <div>17.6</div> <div>18.8</div> <div>22.8</div> <div>23.0</div> <div>23.9</div> <div>24.4</div> <div>24.9</div> <div>24.7</div> <div>24.6</div> <div>23.7</div> </div>															
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	<div> <div>20,010 22.9</div> <div>MACGYVER (SD)</div> <div>26,130 29.9</div> <div>AMERIKA - PART II (SD)</div> </div>															
	AVERAGE AUDIENCE (Households (000) & %)	<div> <div>15,300 17.5</div> <div>16.7*</div> <div>18.3*</div> <div>18,270 20.9</div> <div>21.0*</div> <div>21.4*</div> <div>21.2*</div> <div>20.2*</div> </div>															
	SHARE OF AUDIENCE (Households (000) & %)	<div> <div>24</div> <div>23 *</div> <div>25 *</div> <div>31</div> <div>29 *</div> <div>30 *</div> <div>32 *</div> <div>32 *</div> </div>															
	AVG. AUD. BY ¼ HR.	<div> <div>15.9</div> <div>17.4</div> <div>18.1</div> <div>18.4</div> <div>20.9</div> <div>21.1</div> <div>21.3</div> <div>21.4</div> <div>21.2</div> <div>21.3</div> <div>20.6</div> <div>19.8</div> </div>															
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	<div> <div>19,580 22.4</div> <div>KATE &amp; ALLIE</div> <div>17,740 20.3</div> <div>MY SISTER SAM (SUS-SD)</div> <div>17,650 20.2</div> <div>NEWHART</div> <div>14,950 17.1</div> <div>CAVANAUGHS (SD)</div> <div>15,990 18.3</div> <div>CAGNEY &amp; LACEY</div> </div>															
	AVERAGE AUDIENCE (Households (000) & %)	<div> <div>17,220 19.7</div> <div>15,990 18.3</div> <div>15,730 18.0</div> <div>13,110 15.0</div> <div>13,370 15.3</div> <div>15.1*</div> <div>15.5*</div> </div>															
	SHARE OF AUDIENCE (Households (000) & %)	<div> <div>27</div> <div>25</div> <div>25</div> <div>21</div> <div>22</div> <div>22 *</div> <div>24 *</div> </div>															
	AVG. AUD. BY ¼ HR.	<div> <div>19.2</div> <div>20.3</div> <div>18.4</div> <div>18.3</div> <div>18.1</div> <div>18.0</div> <div>15.2</div> <div>14.8</div> <div>15.0</div> <div>15.3</div> <div>15.6</div> <div>15.4</div> </div>															
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	<div> <div>17,920 20.5</div> <div>ALF</div> <div>16,260 18.6</div> <div>25,080 28.7</div> <div>NBC MONDAY NIGHT MOVIES POLICE ACADEMY</div> </div>															
	AVERAGE AUDIENCE (Households (000) & %)	<div> <div>15,910 18.2</div> <div>14,250 16.3</div> <div>15,910 18.2</div> <div>16.7*</div> <div>17.9*</div> <div>19.2*</div> <div>19.0*</div> </div>															
	SHARE OF AUDIENCE (Households (000) & %)	<div> <div>25</div> <div>23</div> <div>27</div> <div>23 *</div> <div>25 *</div> <div>29 *</div> <div>30 *</div> </div>															
	AVG. AUD. BY ¼ HR.	<div> <div>17.9</div> <div>18.5</div> <div>16.4</div> <div>16.2</div> <div>16.3</div> <div>17.1</div> <div>17.8</div> <div>18.0</div> <div>19.4</div> <div>18.9</div> <div>19.6</div> <div>18.5</div> </div>															
TV HOUSEHOLDS USING TV WK. 1		64.3	65.9	66.5	67.5	69.3	70.7	71.0	71.3	70.6	71.1	70.7	69.6	67.3	66.6	64.4	61.7
(See Def. 1) WK. 2		65.4	66.8	66.6	68.6	71.3	72.8	71.7	72.1	72.2	72.1	70.8	69.5	68.0	66.5	65.1	62.1

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

EVE. MON. FEB. 16, 1987

EVE.TUE. FEB.10, 1987

		EVENING FEB. 10, 1988																
		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					21,760 24.9		23,070 26.4		26,570 30.4				23,600 27.0				
	ABC TV					WHO'S THE BOSS?		GROWING PAINS		MOONLIGHTING (SD)				CAROL BURNETT SPECIAL				
	AVERAGE AUDIENCE (Households (000) & %)					19,320 22.1		21,240 24.3		22,640 25.9	25.6*		26.2* 39 *	18,270 20.9		21.8* 35 *	20.0* 35 *	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					33 21.4	22.9	36 23.8	24.7	38 25.3	38 * 26.0	26.4	26.0	35 22.3	21.4	20.3	19.7	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					11,540 13.2				18,620 21.3								
	CBS TV					20TH ANNIVERSARY, C. BROWN IT'S YOUR 20TH TV ANNIV., C. BROWN (R)(SD)							CBS TUESDAY MOVIE STILLWATCH (SD)					
	AVERAGE AUDIENCE (Households (000) & %)					8,220 9.4	9.6*		9.2*	12,850 14.7	14.9*		14.4* 21 *		15.0* 24 *		14.6* 25 *	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					14 9.7	14 * 9.5		13 * 9.2	23 15.0	22 * 14.7	14.3	21 * 14.5		15.2 14.9	14.9	14.3	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					20,630 23.6				13,110 15.0				13,280 15.2				
	NBC TV					MATLOCK				HILL STREET BLUES				REMINGTON STEELE				
	AVERAGE AUDIENCE (Households (000) & %)					16,870 19.3	19.0*		19.7*	10,310 11.8	11.9*		11.7* 17 *	10,050 11.5		11.5* 19 *	11.5* 20 *	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					29 18.7	28 * 19.2	19.9	29 * 19.5	17 12.2	18 * 11.7	11.8	17 * 11.6	19 11.1	11.8	11.5	11.4	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					21,590 24.7		25,430 29.1										
	ABC TV					WHO'S THE BOSS?				AMERIKA - PART III (8:30-10:54PM) (SYSD)								
	AVERAGE AUDIENCE (Households (000) & %)					19,050 21.8		15,470 17.7	16.8*		18.5* 27 *		17.9* 26 *		17.9* 27 *		17.4* 27 *	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					32 20.7	22.9	26 16.8	24 * 16.7		27 * 18.3	17.6	26 * 18.3		27 * 18.0	18.0	16.4	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					19,490 22.3				30,680 35.1								
	CBS TV					CANDID CAMERA-40TH ANNIV. (SD)							MISS USA BEAUTY PAGEANT (SD)					
	AVERAGE AUDIENCE (Households (000) & %)					13,020 14.9	13.3*		16.6*	19,840 22.7	20.3*		22.7* 33 *		24.0* 36 *		23.8* 38 *	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					21 12.9	19 * 13.7	16.2	24 * 16.9	34 19.8	29 * 20.8	22.4	33 * 23.1		36 * 24.3	23.7	23.8	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					22,810 26.1				21,760 24.9								
	NBC TV					MATLOCK							REMINGTON STEELE					
	AVERAGE AUDIENCE (Households (000) & %)					18,000 20.6	19.4*		21.9*	13,550 15.5	16.3*		15.0* 22 *		15.8* 24 *		15.0* 24 *	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					30 19.5	28 * 19.3	21.6	31 * 22.2	23 16.8	24 * 15.8	15.1	22 * 15.0		24 * 15.9	15.7	15.2 14.7	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	59.4	61.0	63.3	64.4	66.1	67.3	67.8	68.5	67.9	67.7	67.7	66.6	62.2	60.8	58.6	56.4
		WK. 2	60.9	62.5	63.8	65.9	68.3	69.7	69.3	70.4	69.2	69.2	69.3	68.7	67.3	66.3	65.0	61.3

For explanation of symbols, See page A.

EVE.TUE. FEB.17, 1987

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. FEB.11, 1987

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					16,170 18.5		16,340 18.7		18,700 21.4				15,990 18.3			
	ABC TV					PERFECT STRANGERS		HEAD OF THE CLASS (SD)				DYNASTY (SD)					HOTEL
	AVERAGE AUDIENCE (Households (000) & %)					14,330 16.4		14,680 16.8		15,560 17.8	17.6*		18.0*	13,550 15.5	15.7*		15.2*
	SHARE OF AUDIENCE %					25		25		26	26 *		27 *	26	25 *		26 *
	AVG. AUD. BY ¼ HR. %					16.3	16.4	16.3	17.4	17.6	17.6	17.9	18.1	15.9	15.6	15.4	15.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					13,980 16.0				18,700 21.4				16,430 18.8			
	CBS TV							MIKE HAMMER (SUS-SD)				MAGNUM, P.I. (SD)					EQUALIZER
	AVERAGE AUDIENCE (Households (000) & %)					11,450 13.1	12.9*			14,600 16.7	16.0*		17.5*	13,370 15.3	15.6*		15.0*
	SHARE OF AUDIENCE %					19	19 *			25	24 *		26 *	26	25 *		26 *
	AVG. AUD. BY ¼ HR. %					12.7	13.1	13.3	13.0	15.6	16.3	17.4	17.6	15.8	15.5	15.3	14.6
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					18,090 20.7				13,980 16.0		11,540 13.2		14,160 16.2			
	NBC TV							HIGHWAY TO HEAVEN				GIMME A BREAK	TORTELLIS				ST. ELSEWHERE
	AVERAGE AUDIENCE (Households (000) & %)					14,860 17.0	16.3*			11,890 13.6		10,140 11.6		10,930 12.5	12.4*		12.6*
	SHARE OF AUDIENCE %					25	24 *			20		17		21	20 *		22 *
	AVG. AUD. BY ¼ HR. %					15.7	16.8	17.7	17.9	13.9	13.4	11.3	11.9	12.4	12.3	12.7	12.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					18,000 20.6		19,050 21.8		23,510 26.9							
	ABC TV					PERFECT STRANGERS		HEAD OF THE CLASS (SD)						AMERIKA - PART IV (SD)			
	AVERAGE AUDIENCE (Households (000) & %)					15,210 17.4		16,520 18.9		15,560 17.8	17.7*		18.0*		17.9*		17.4*
	SHARE OF AUDIENCE %					27		28		28	25 *		27 *		28 *		30 *
	AVG. AUD. BY ¼ HR. %					16.6	18.2	18.1	19.6	17.8	17.5	18.2	17.8	18.1	17.7	17.7	17.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					23,160 26.5								16,690 19.1			
	CBS TV											MAGNUM, P.I. (R)(SUS-SD)(SD)					EQUALIZER
	AVERAGE AUDIENCE (Households (000) & %)					13,020 14.9	12.4*					16.3*		13,810 15.8	16.1*		15.6*
	SHARE OF AUDIENCE %					22	19 *					23 *		26	26 *		27 *
	AVG. AUD. BY ¼ HR. %					12.4	12.5	12.9	13.1	16.3	16.4	17.8	17.5	16.2	16.0	15.9	15.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					19,670 22.5				19,670 22.5		15,380 17.6		15,640 17.9			
	NBC TV							HIGHWAY TO HEAVEN				CHEERS SPECIAL	TORTELLIS				ST. ELSEWHERE
	AVERAGE AUDIENCE (Households (000) & %)					16,260 18.6	17.8*			17,310 19.8		13,550 15.5		12,150 13.9	14.3*		13.5*
	SHARE OF AUDIENCE %					28	27 *			28		23		23	23 *		23 *
	AVG. AUD. BY ¼ HR. %					17.5	18.2	19.1	19.7	19.3	20.3	15.8	15.2	14.7	13.9	13.6	13.3
TV HOUSEHOLDS USING TV WK. 1		60.0	62.1	63.3	64.2	66.0	67.5	67.4	68.0	67.4	67.6	66.9	66.9	62.6	60.7	59.3	56.6
(See Def. 1) WK. 2		60.1	62.4	62.6	64.4	64.6	65.9	67.4	69.0	69.6	69.6	68.2	66.4	63.9	61.8	60.4	57.0

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

EVE.WED. FEB.18, 1987



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.THU. FEB.12, 1987

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					9,790 11.2				14,070 16.1				17,390 19.9			
	ABC TV					OUR WORLD				COLBYS (SD)				20/20			
	AVERAGE AUDIENCE (Households (000) & %)					5,770 6.6	6.5*		6.8*	11,360 13.0	12.6*		13.4*	13,020 14.9	15.5*		14.4*
	SHARE OF AUDIENCE %					10	10 *		10 *	19	19 *		20 *	24	25 *		24 *
	AVG. AUD. BY ¼ HR.					7.0	5.9	6.3	7.4	12.3	12.9	13.2	13.6	15.4	15.6	14.4	14.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					10,230 11.7				14,770 16.9				18,180 20.8			
	CBS TV					SHELL GAME (SD)				SIMON & SIMON (SD)				KNOTS LANDING			
	AVERAGE AUDIENCE (Households (000) & %)					6,990 8.0	7.8*		8.2*	11,710 13.4	12.9*		13.8*	15,470 17.7	17.4*		18.0*
	SHARE OF AUDIENCE %					12	12 *		12 *	20	19 *		21 *	29	28 *		30 *
	AVG. AUD. BY ¼ HR.					8.2	7.4	8.1	8.3	12.5	13.4	13.6	14.1	17.2	17.6	18.0	17.9
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					36,970 42.3		34,610 39.6		26,310 30.1		24,470 28.0		20,010 22.9			
	NBC TV					BILL COSBY SHOW				FAMILY TIES				CHEERS			
	AVERAGE AUDIENCE (Households (000) & %)					33,390 38.2		31,900 36.5		23,950 27.4		22,200 25.4		15,990 18.3	19.1*		17.5*
	SHARE OF AUDIENCE %					57		54		41		38		30	30 *		30 *
	AVG. AUD. BY ¼ HR.					36.4	39.9	36.7	36.3	27.9	27.0	25.7	25.0	19.6	18.5	17.9	17.0

W E E K 2	TOTAL AUDIENCE (Households (000) & %)					12,240 14.0				19,670 22.5							
	ABC TV					OUR WORLD				AMERIKA - PART V (SD)							
	AVERAGE AUDIENCE (Households (000) & %)					7,430 8.5	7.9*		9.1*	13,630 15.6	14.1*		15.5*		16.8*		16.0*
	SHARE OF AUDIENCE %					12	11 *		13 *	23	20 *		23 *		26 *		25 *
	AVG. AUD. BY ¼ HR.					8.1	7.7	9.0	9.1	13.6	14.5	15.3	15.7	16.8	16.8	16.4	15.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					11,620 13.3				15,730 18.0				17,130 19.6			
	CBS TV					WIZARD (SD)				SIMON & SIMON (SD)				KNOTS LANDING			
	AVERAGE AUDIENCE (Households (000) & %)					8,220 9.4	9.0*		9.8*	11,890 13.6	12.4*		14.8*	14,770 16.9	16.9*		16.8*
	SHARE OF AUDIENCE %					13	13 *		14 *	20	18 *		22 *	26	26 *		27 *
	AVG. AUD. BY ¼ HR.					9.1	8.9	9.7	9.9	11.9	13.0	14.6	14.9	16.9	16.9	17.1	16.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					36,270 41.5		36,970 42.3		24,300 27.8				22,460 25.7			
	NBC TV					BILL COSBY SHOW				FAMILY TIES				NIGHT COURT			
	AVERAGE AUDIENCE (Households (000) & %)					32,860 37.6		28,320 32.4	34.5*		30.2*		21,850 25.0	18,090 20.7	21.0*		20.5*
	SHARE OF AUDIENCE %					54		46	49 *		43 *		36	32	32 *		33 *
	AVG. AUD. BY ¼ HR.					36.2	38.9	34.9	34.2	31.2	29.2	25.6	24.3	21.2	20.8	20.5	20.4

TV HOUSEHOLDS USING TV	WK. 1	59.9	61.7	62.7	64.4	66.8	67.4	67.0	67.5	67.2	67.7	66.9	66.4	63.3	62.5	60.7	57.4
(See Def. 1)	WK. 2	59.5	61.5	63.7	65.6	69.5	70.8	70.4	70.5	70.8	70.2	69.0	68.1	66.3	65.1	64.1	61.7

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

EVE.THU. FEB.19, 1987

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. FRI. FEB. 13, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE  
(Households (000) & %) {

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %) {  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

W

TOTAL AUDIENCE  
(Households (000) & %) {

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %) {  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

K

TOTAL AUDIENCE  
(Households (000) & %) {

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %) {  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

1

TOTAL AUDIENCE  
(Households (000) & %) {

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %) {  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

W

TOTAL AUDIENCE  
(Households (000) & %) {

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %) {  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

K

TOTAL AUDIENCE  
(Households (000) & %) {

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %) {  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

2

TV HOUSEHOLDS USING TV WK. 1  
(See Def. 1) WK. 2

U.S. TV Households: 87,400,000

12,760 14.6					15,730 18.0						9,880 11.3		13,200 15.1			
					WEBSTER		EMMANUEL LEWIS - SPECIAL (SD)				MR. BELVEDERE SPECIAL (SD)				STARMAN	
10,840 12.4 21 11.9						9,880 11.3 19 11.2					8,830 10.1 17 9.9		9,960 11.4 20 11.3		11.4* 20* 11.4	11.5* 21* 11.4
17,390 19.9									20,540 23.5				16,780 19.2			
						SCARECROW & MRS. KING (SUS-SD)				DALLAS (SD)					FALCON CREST	
13,630 15.6 26 14.0						14.5* 25* 15.0							14,420 16.5 29 16.5		16.7* 29* 16.5	16.3* 30* 16.2
16,690 19.1									17,830 20.4				15,560 17.8			
						DISNEY DOGGONE VALENTINE				MIAMI VICE					CRIME STORY	
11,710 13.4 23 13.4						13.2* 23* 13.0							12,150 13.9 25 14.5		14.2* 25* 13.9	13.6* 25* 13.6
16,430 18.8									19,140 21.9							
						WEBSTER		MR. BELVEDERE (SD)					AMERIKA - PART VI (SD)			
14,070 16.1 27 15.2						14,510 16.6 27 16.3										
15,990 18.3									20,280 23.2				17,740 20.3			
						SCARECROW & MRS. KING (SUS-SD)				DALLAS (SD)					FALCON CREST	
12,760 14.6 24 13.6						14.1* 24* 14.5							15,210 17.4 28 17.9		17.9* 29* 17.8	16.8* 27* 16.5
13,550 15.5									17,830 20.4				16,870 19.3			
						STINGRAY				MIAMI VICE					MIAMI VICE SPECIAL (R)	
10,310 11.8 20 11.8						11.6* 20* 11.4							13,720 15.7 25 15.6		15.5* 25* 15.3	15.9* 26* 16.0
53.0	55.0	56.1	57.6	57.6	58.6	59.0	60.6	61.7	61.7	61.0	60.9	57.9	56.9	55.8	54.4	
55.6	56.3	57.4	58.7	58.5	59.9	61.3	62.5	64.0	65.3	65.5	65.8	63.3	62.3	61.7	60.5	

For explanation of symbols, See page A.

EVE. FRI. FEB. 20, 1987

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. FEB.14, 1987

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						11,620 13.3		10,140 11.6		11,010 12.6				11,890 13.6			
	ABC TV						SIDEKICKS		SLEDGE HAMMER (SD)				OHARA (SD)				SPENSER: FOR HIRE	
	AVERAGE AUDIENCE (Households (000) & %)						9,880 11.3		9,180 10.5		8,390 9.6	8.9*		10.2*	9,350 10.7	10.8*		10.5*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						19 10.9	11.6	18 10.9	10.1	16 8.5	14 *	10.0	17 *	19	19 *	10.6	19 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						11,970 13.7		21,240 24.3									
	CBS TV						BE MY VALENTINE, C. BROWN (R)							CBS SATURDAY MOVIE STAR WARS (R)(SD)				
	AVERAGE AUDIENCE (Households (000) & %)						9,790 11.2		12,320 14.1	12.2*		13.2*		14.4*		16.0*		14.8*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						19 10.8	11.7	24 12.4	20 *	13.2	21 *	14.0	24 *	16.0	28 *	15.5	27 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						15,380 17.6		17,740 20.3		22,720 26.0		18,880 21.6		16,780 19.2			
	NBC TV						FACTS OF LIFE		227		GOLDEN GIRLS		AMEN				HUNTER	
	AVERAGE AUDIENCE (Households (000) & %)						13,460 15.4		16,520 18.9		20,800 23.8		16,340 18.7		13,630 15.6	15.4*		15.9*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						26 14.2	16.6	32 18.0	19.8	39 23.6	24.1	31 19.0	28	28	27 *	16.0	29 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						11,010 12.6		10,490 12.0		13,370 15.3				12,590 14.4			
	ABC TV						SIDEKICKS		SLEDGE HAMMER (SD)				OHARA (SD)				SPENSER: FOR HIRE	
	AVERAGE AUDIENCE (Households (000) & %)						9,180 10.5		9,180 10.5		10,050 11.5	10.5*		12.4*	9,960 11.4	11.3*		11.5*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						18 10.1	10.9	18 10.4	10.7	19 10.1	18 *	12.3	21 *	21	20 *	11.5	21 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						11,270 12.9				15,910 18.2							
	CBS TV						TWILIGHT ZONE SPECIAL (SD)											
	AVERAGE AUDIENCE (Households (000) & %)						8,480 9.7	9.6*		9.8*	10,490 12.0	10.6*		12.0*		12.8*		12.7*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						17 9.4	17 *	17 *	17 *	21 10.5	18 *	11.6	20 *		23 *	12.9	23 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						18,090 20.7		18,620 21.3		23,510 26.9		18,620 21.3		17,040 19.5			
	NBC TV						FACTS OF LIFE		227		GOLDEN GIRLS		AMEN				HUNTER	
	AVERAGE AUDIENCE (Households (000) & %)						15,380 17.6		17,130 19.6		21,410 24.5		17,040 19.5		13,720 15.7	15.9*		15.4*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						31 16.7	18.5	34 18.8	20.3	41 24.2	24.8	33 19.8	29	29	29 *	15.8	28 *
TV HOUSEHOLDS USING TV WK. 1		53.4	54.1	55.2	56.2	57.3	59.1	59.8	60.2	61.7	62.0	60.9	60.5	58.0	57.4	55.9	54.5	
(See Def. 1) WK. 2		51.2	53.0	54.5	55.8	56.8	57.8	58.0	58.5	59.6	59.9	58.4	58.7	56.1	55.1	54.9	53.7	

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

EVE.SAT. FEB.21, 1987

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)			1,920 2.2														
	ABC TV			ABC WEEKEND REPORT-SAT.														
	AVERAGE AUDIENCE (Households (000) & %)			1,660 1.9														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.			5 1.9														
W E E K 2	TOTAL AUDIENCE (Households (000) & %)			11,970 13.7														
	NBC TV			SATURDAY NIGHT (11:30-12:51AM) (SUSTAINING 12:51-1:00AM)														
	AVERAGE AUDIENCE (Households (000) & %)			6,560 7.5	9.3*		7.0*		5.8*									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.			23 9.8	24* 8.7	7.2	22* 6.8	6.1	21* 5.1									
W E E K 2	TOTAL AUDIENCE (Households (000) & %)			2,190 2.5														
	ABC TV			ABC WEEKEND REPORT-SAT.														
	AVERAGE AUDIENCE (Households (000) & %)			2,190 2.5														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.			7 2.5														
W E E K 2	TOTAL AUDIENCE (Households (000) & %)			12,240 14.0														
	NBC TV			SATURDAY NIGHT (11:30-12:50AM) (SUSTAINING 12:50-1:00AM)														
	AVERAGE AUDIENCE (Households (000) & %)			7,080 8.1	9.0*		8.0*		6.9*									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.			24 9.2	24* 8.8	8.6	25* 7.5	6.9	25* 6.8									
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	49.4	45.1	39.4	36.6	33.3	30.9	28.6	26.3	23.1	20.8	18.1	16.5	14.9	13.1	11.6	10.6
		WK. 2	50.3	46.3	39.5	36.1	33.9	31.3	28.5	25.3	22.1	20.0	18.3	15.5	13.0	12.3	11.5	10.6

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. FEB.15, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	19,670 22.5						31,640 36.2							
	ABC TV		DISNEY SUNDAY MOVIE 20,000 LEAGUES UNDER THE SEA (R)(SD)													
	AVERAGE AUDIENCE (Households (000) & %)	{	10,840 12.4	10.7*		11.7*		13.0*	14.3*	21,590 24.7	26.2*	26.4*		25.4*		23.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	19 10.2	17 * 11.1	11.7	18 * 11.7	12.9	19 * 13.2	20 * 15.2	38 25.8	38 * 26.6	38 * 26.5	26.0	39 * 24.8	23.8	38 * 23.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	24,910 28.5				26,740 30.6		13,110 15.0	10,140 11.6			9,700 11.1			
	CBS TV		60 MINUTES → MURDER, SHE WROTE (SD) → DESIGNING WOMEN → NOTHING IS EASY (SD) → HARD COPY →													
	AVERAGE AUDIENCE (Households (000) & %)	{	19,580 22.4	21.6*		23.3*	23,070 26.4	26.2*	11,620 13.3	8,740 10.0			7,520 8.6	8.9*		8.3*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	36 21.0	35 * 22.2	22.7	36 * 23.9	38 25.6	39 * 26.8	19 25.8	14 10.3	14 9.8	13 9.0	14 * 8.7	14 * 8.3	13 * 8.3	13 * 8.3
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	16,610 19.0				14,510 16.6	14,680 16.8	26,050 29.8							
	NBC TV		OUR HOUSE → EASY STREET → VALERIE → NBC SUNDAY NIGHT MOVIE THE FACTS OF LIFE DOWN UNDER													
	AVERAGE AUDIENCE (Households (000) & %)	{	13,550 15.5	14.6*		16.4*	12,500 14.3	12,940 14.8	18,700 21.4	19.9*		21.6*		22.2*		21.7*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	25 13.9	24 * 15.2	16.1	25 * 16.7	21 14.3	21 14.4	32 19.1	29 * 20.7	31 * 21.4	31 * 21.8	34 * 22.0	34 * 22.4	35 * 22.3	35 * 21.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	24,120 27.6						24,560 28.1							
	ABC TV		DISNEY SUNDAY MOVIE THE PARENT TRAP II (SD)													
	AVERAGE AUDIENCE (Households (000) & %)	{	14,420 16.5	13.1*		15.4*		19.2*	17,130 19.6	18.9*		20.1*		19.5*		19.8*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	24 12.7	21 * 13.4	14.7	23 * 16.1	28 * 18.9	26 * 19.5	30 18.4	27 * 19.4	29 * 20.4	29 * 19.9	31 * 19.5	31 * 19.5	33 * 20.1	33 * 19.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	25,260 28.9				30,150 34.5			17,220 19.7			15,300 17.5			
	CBS TV		60 MINUTES → MURDER, SHE WROTE (SD) → DESIGNING WOMEN (SD) → HARD COPY →													
	AVERAGE AUDIENCE (Households (000) & %)	{	19,930 22.8	21.5*		24.1*	21,760 24.9	24.5*		15,210 17.4			12,320 14.1	14.3*		13.9*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	35 20.3	34 * 22.7	23.8	36 * 24.4	35 25.0	35 * 24.1	36 * 26.1	25 17.7	25 17.2	23 14.4	22 * 14.2	22 * 13.9	23 * 13.9	23 * 14.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	15,730 18.0				12,150 13.9	14,770 16.9	24,560 28.1							
	NBC TV		OUR HOUSE → EASY STREET → VALERIE → NBC SUNDAY NIGHT MOVIE FLASHDANCE (R)													
	AVERAGE AUDIENCE (Households (000) & %)	{	11,970 13.7	13.0*		14.3*	10,840 12.4	12,500 14.3	14,860 17.0	15.7*		17.8*		17.8*		16.8*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	21 12.7	21 * 13.3	14.1	21 * 14.6	18 11.9	20 12.9	26 15.3	22 * 16.1	26 * 17.7	26 * 18.0	28 * 18.1	28 * 17.5	28 * 17.6	28 * 16.0
TV HOUSEHOLDS USING TV WK. 1			60.3	62.1	63.6	65.4	67.3	68.4	69.5	70.3	69.4	70.1	69.4	68.5	66.2	64.8
(See Def. 1) WK. 2			62.1	64.3	65.6	67.7	69.3	69.5	71.1	71.5	71.1	70.9	68.8	67.9	64.6	62.9

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

EVE.SUN. FEB.22, 1987

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. FEB.15, 1987

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE {  
(Households (000) & %)

2,800  
3.2

ABC TV

AMERIKA -  
PART I  
(9:00-11:28PM)

ABC WEEKEND  
REPORT-SUN.  
(11:54-12:09AM)

AVERAGE AUDIENCE {  
(Households (000) & %)

20.9\*

2,620  
3.0

SHARE OF AUDIENCE %

38 \*

AVG. AUD. BY ¼ HR. %

22.0

18.9

3.1

2.9

TOTAL AUDIENCE {  
(Households (000) & %)

3,150  
3.6

CBS TV

CBS SUNDAY  
NEWS-OSGOOD

AVERAGE AUDIENCE {  
(Households (000) & %)

3,150  
3.6

SHARE OF AUDIENCE %

7

AVG. AUD. BY ¼ HR. %

3.6

TOTAL AUDIENCE {  
(Households (000) & %)

2,450  
2.8

NBC TV

G MICHAELS  
SPORTS MACHINE  
(11:30-11:45PM)  
(SUSTAINING 11:45-12:00AM)

AVERAGE AUDIENCE {  
(Households (000) & %)

2,270  
2.6

SHARE OF AUDIENCE %

8

AVG. AUD. BY ¼ HR. %

2.6

TOTAL AUDIENCE {  
(Households (000) & %)

2,190  
2.5

ABC TV

ABC WEEKEND  
REPORT-SUN.

AVERAGE AUDIENCE {  
(Households (000) & %)

2,010  
2.3

SHARE OF AUDIENCE %

7

AVG. AUD. BY ¼ HR. %

2.3

TOTAL AUDIENCE {  
(Households (000) & %)

3,930  
4.5

CBS TV

CBS SUNDAY  
NEWS-OSGOOD

AVERAGE AUDIENCE {  
(Households (000) & %)

3,930  
4.5

SHARE OF AUDIENCE %

9

AVG. AUD. BY ¼ HR. %

4.5

TOTAL AUDIENCE {  
(Households (000) & %)

1,490  
1.7

NBC TV

G MICHAELS  
SPORTS MACHINE  
(11:30-11:45PM)  
(SUSTAINING 11:45-12:00AM)

AVERAGE AUDIENCE {  
(Households (000) & %)

1,570  
1.8

SHARE OF AUDIENCE %

6

AVG. AUD. BY ¼ HR. %

1.8

TV HOUSEHOLDS USING TV	WK. 1	WK. 2	57.3	49.6	39.8	34.5	30.3	28.0	24.0	20.6	17.8	15.7	13.8	12.2	10.6	9.0	8.6	8.3
(See Def. 1)	WK. 2	49.2	42.7	35.2	31.5	26.6	23.5	19.4	17.3	15.0	13.7	11.8	10.6	9.1	8.4	7.6	6.9	

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

EVE.SUN. FEB.22, 1987

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. FEB.9-13, 1987

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{			4,980 5.7				5,070 5.8									
	ABC TV				GOOD MORNING, AMERICA-730 (CO-OP)				GOOD MORNING, AMERICA-830 (CO-OP)									
	AVERAGE AUDIENCE (Households (000) & %)	{			3,850 4.4				4,020 4.6									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%			20 4.3	4.4			20 4.6	4.7								
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	2,880 3.3		4,720 5.4										4,370 5.0		4,460 5.1	
	CBS TV		CBS MORNING NEWS-7:00AM						MORNING PROGRAM						\$25,000 PYRAMID		NEW CARD SHARKS	
	AVERAGE AUDIENCE (Households (000) & %)	{	2,190 2.5		2,190 2.5	2.3*			2.5*						3,670 4.2		3,850 4.4	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	13 2.4	2.5	11 2.2	11* 2.4			11* 2.6	12* 2.7					17 3.9	4.4	18 4.3	4.5
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{			6,640 7.6				6,380 7.3						3,410 3.9		2,710 3.1	
	NBC TV				TODAY SHOW-7:30AM (CO-OP)				TODAY SHOW-8:30AM (CO-OP)						SALE OF THE CENTURY		BLOCKBUSTERS	
	AVERAGE AUDIENCE (Households (000) & %)	{			5,240 6.0				5,070 5.8						2,880 3.3		2,270 2.6	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%			27 6.0	6.0			25 5.9	5.8					13 3.2	3.3	10 2.5	2.8
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{			5,160 5.9				5,330 6.1									
	ABC TV				GOOD MORNING, AMERICA-730 (CO-OP)				GOOD MORNING, AMERICA-830 (CO-OP)									
	AVERAGE AUDIENCE (Households (000) & %)	{			4,020 4.6				4,370 5.0									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%			21 4.5	4.7			20 5.0	5.0								
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{	3,060 3.5		4,810 5.5										4,460 5.1		4,720 5.4	
	CBS TV		CBS MORNING NEWS-7:00AM						MORNING PROGRAM						\$25,000 PYRAMID		NEW CARD SHARKS	
	AVERAGE AUDIENCE (Households (000) & %)	{	2,270 2.6		2,360 2.7	2.5*			2.7*						3,760 4.3		4,020 4.6	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	13 2.5	2.8	12 2.4	11* 2.5			12* 2.7	12* 2.9					16 4.1	4.5	17 4.4	4.8
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{			5,940 6.8				6,120 7.0						3,850 4.4		3,320 3.8	
	NBC TV				TODAY SHOW-7:30AM (CO-OP)				TODAY SHOW-8:30AM (CO-OP)						SALE OF THE CENTURY		BLOCKBUSTERS	
	AVERAGE AUDIENCE (Households (000) & %)	{			4,810 5.5				5,070 5.8						3,230 3.7		2,880 3.3	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%			25 5.6	5.4			24 5.8	5.7					14 3.6	3.8	12 3.3	3.3
TV HOUSEHOLDS USING TV		WK. 1	15.1	17.2	18.9	20.6	21.5	22.5	22.8	23.2	24.1	25.0	25.0	25.1	24.5	24.7	24.6	25.1
(See Def. 1)		WK. 2	14.7	16.6	18.8	20.3	21.9	23.2	23.8	23.9	24.8	26.3	26.5	26.5	26.3	26.5	26.4	26.7

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

DAY MON.-FRI. FEB.16-20, 1987

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. FEB. 9-13, 1987

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	2,530 2.9		2,270 2.6			2,710 3.1		4,020 4.6			7,780 8.9			7,870 9.0	
	ABC TV		FAME, FORTUNE AND ROMANCE		WEBSTER M-F			RYAN'S HOPE		LOVING		ALL MY CHILDREN				ONE LIFE TO LIVE (SD)	
	AVERAGE AUDIENCE (Households (000) & %)	{	2,100 2.4		1,920 2.2			2,360 2.7		3,500 4.0			6,030 6.9			6,030 6.9	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	10 2.5		9 2.3			10 2.6		15 3.9		21* 6.7	24* 7.4			23* 6.7	25* 7.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	6,470 7.4		7,780 8.9					9,610 11.0			7,430 8.5			4,980 5.7	
	CBS TV		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (SD)					YOUNG AND THE RESTLESS		AS THE WORLD TURNS				CAPITOL	
	AVERAGE AUDIENCE (Households (000) & %)	{	5,680 6.5		6,730 7.7					7,520 8.6			6,030 6.9			4,540 5.2	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	26 6.3		31 6.7					31 8.4		23 8.7	23* 7.1			18 5.3	18 5.2
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	6,820 7.8		5,680 6.5			3,930 4.5		3,580 4.1			7,600 8.7			5,860 6.7	
	NBC TV		WHEEL OF FORTUNE		SCRABBLE			SUPER PASSWORD		WORDPLAY		DAYS OF OUR LIVES				ANOTHER WORLD (SD)	
	AVERAGE AUDIENCE (Households (000) & %)	{	5,770 6.6		4,890 5.6			3,410 3.9		3,060 3.5			5,940 6.8			4,460 5.1	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	27 6.5		22 6.8			15 5.5		13 5.7		22* 6.7	24* 7.1			18 5.3	18* 5.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	2,880 3.3		2,270 2.6			3,060 3.5		4,200 4.8			8,300 9.5			8,480 9.7	
	ABC TV		FAME, FORTUNE AND ROMANCE		WEBSTER M-F			RYAN'S HOPE		LOVING		ALL MY CHILDREN				ONE LIFE TO LIVE (SD)	
	AVERAGE AUDIENCE (Households (000) & %)	{	2,360 2.7		1,920 2.2			2,620 3.0		3,670 4.2			6,290 7.2			6,730 7.7	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	10 2.8		8 2.6			10 3.0		14 4.1		21* 7.2	23* 7.5			24* 7.1	26* 8.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	7,170 8.2		8,570 9.8					9,880 11.3			8,480 9.7			5,590 6.4	
	CBS TV		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (SD)					YOUNG AND THE RESTLESS		AS THE WORLD TURNS				CAPITOL	
	AVERAGE AUDIENCE (Households (000) & %)	{	6,290 7.2		7,520 8.6					7,690 8.8			6,900 7.9			4,980 5.7	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	27 6.8		31 7.5					29 8.6		29* 8.7	24* 9.0			25* 8.0	18 5.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	7,170 8.2		5,680 6.5			4,370 5.0		4,020 4.6			8,220 9.4			6,210 7.1	
	NBC TV		WHEEL OF FORTUNE		SCRABBLE			SUPER PASSWORD		WORDPLAY		DAYS OF OUR LIVES				ANOTHER WORLD (SD)	
	AVERAGE AUDIENCE (Households (000) & %)	{	6,380 7.3		5,070 5.8			3,580 4.1		3,500 4.0			6,470 7.4			4,890 5.6	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	27 7.2		21 7.4			14 5.9		13 4.1		22* 7.1	23* 7.4			18 5.7	18* 5.5
TV HOUSEHOLDS USING TV WK. 1		24.5	24.7	24.8	25.5	27.1	27.7	27.7	28.6	29.4	30.1	29.5	29.9	28.8	28.9	28.4	29.3
(See Def. 1) WK. 2		26.4	26.8	27.3	28.6	30.1	30.8	30.8	31.5	32.6	33.3	32.5	32.4	31.6	31.7	31.0	31.6

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

DAY MON.-FRI. FEB. 16-20, 1987



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. FEB.9-13, 1987

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 8,830 10.1															10,750 12.3
	ABC TV	GENERAL HOSPITAL															ABC WORLD NEWS TONIGHT
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,990 8.0	7.8*			8.1*											9,180 10.5
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ 26 7.6	26 *			26 *										18 10.3	10.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 7,080 8.1															12,760 14.6
	CBS TV	GUIDING LIGHT (SD)(SUS-SD)															CBS EVENING NEWS- RATHER
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,590 6.4	6.3*			6.6*											10,930 12.5
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ 21 6.2	21 *			21 *										22 12.3	12.6
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{ 5,240 6.0															13,110 15.0
	NBC TV	SANTA BARBARA															NBC NIGHTLY NEWS
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,760 4.3	4.2*			4.5*											11,450 13.1
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ 14 4.2	14 *			14 *										23 12.8	13.5
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{ 10,400 11.9															11,010 12.6
	ABC TV	GENERAL HOSPITAL (S)(OP)															ABC WORLD NEWS TONIGHT
	AVERAGE AUDIENCE (Households (000) & %)	{ 8,480 9.7	9.6*			9.8*											9,350 10.7
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ 29 9.5	29 *			29 *										18 10.6	10.8
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{ 7,340 8.4															13,200 15.1
	CBS TV	GUIDING LIGHT (SD)(SUS-SD)															CBS EVENING NEWS- RATHER
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,860 6.7	6.7*			6.8*											11,360 13.0
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ 20 6.7	20 *			20 *										23 12.9	13.1
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{ 5,510 6.3															12,760 14.6
	NBC TV	SANTA BARBARA															NBC NIGHTLY NEWS
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,200 4.8	4.8*			4.9*											11,100 12.7
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ 14 4.8	15 *			14 *										22 12.4	12.9
TV HOUSEHOLDS USING TV		WK. 1	29.6	31.0	32.0	33.1	33.6	36.0	37.5	39.4	41.8	44.5	46.5	48.8	52.0	54.5	56.4
(See Def. 1)		WK. 2	32.8	34.1	34.4	35.2	35.5	37.6	39.0	41.0	43.2	45.9	47.5	50.0	53.4	55.8	57.1
U.S. TV Households: 87,400,000																	

For explanation of symbols, See page A.

DAY MON.-FRI. FEB.16-20, 1987

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. FEB. 14, 1987

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)						2,530 2.9		3,930 4.5		4,540 5.2		4,630 5.3		4,810 5.5		4,200 4.8		
	ABC TV						WUZZLES		CARE BEAR FAMILY		FLINTSTONE KIDS 1		FLINTSTONE KIDS 2		REAL GHOSTBUSTERS		POUND PUPPIES		
	AVERAGE AUDIENCE (Households (000) & %)						1,920 2.2		3,410 3.9		3,850 4.4		4,020 4.6		4,110 4.7		3,580 4.1		
	SHARE OF AUDIENCE %						13		19		17		16		16		13		
	AVG. AUD. BY ¼ HR.						2.1	2.3	3.7	4.2	4.4	4.5	4.4	4.7	4.7	4.7	4.1	4.0	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)						2,800 3.2		3,230 3.7		7,520 8.6				6,380 7.3		5,680 6.5		
	CBS TV						BERENSTAIN BEARS (SUS-SD)		WILDFIRE (SUS-SD)		MUPPET BABIES				PEE WEE'S PLAYHOUSE		TEEN WOLF		
	AVERAGE AUDIENCE (Households (000) & %)						2,190 2.5		2,880 3.3		5,070 5.8	5.4*		6.2*	5,330 6.1		4,630 5.3		
	SHARE OF AUDIENCE %						15		16		22	21 *		22 *	21		17		
	AVG. AUD. BY ¼ HR.						2.2	2.7	3.1	3.5	5.0	5.8	6.4	6.1	6.1	6.1	5.4	5.1	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)						4,630 5.3		5,420 6.2		6,290 7.2		6,640 7.6		6,900 7.9		7,080 8.1		
	NBC TV						KISSYFUR		GUMMI BEARS (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		ALVIN AND THE CHIPMUNKS		
	AVERAGE AUDIENCE (Households (000) & %)						3,670 4.2		4,540 5.2		5,420 6.2		5,770 6.6		5,860 6.7		6,290 7.2		
	SHARE OF AUDIENCE %						25		25		24		23		23		23		
	AVG. AUD. BY ¼ HR.						3.6	4.8	5.0	5.3	6.0	6.3	6.8	6.4	6.8	6.5	7.1	7.3	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)						2,880 3.3		3,760 4.3		4,720 5.4		5,330 6.1		5,770 6.6		5,160 5.9		
	ABC TV						WUZZLES		CARE BEAR FAMILY		FLINTSTONE KIDS 1		FLINTSTONE KIDS 2		REAL GHOSTBUSTERS		POUND PUPPIES		
	AVERAGE AUDIENCE (Households (000) & %)						2,270 2.6		3,150 3.6		3,850 4.4		4,630 5.3		4,890 5.6		4,540 5.2		
	SHARE OF AUDIENCE %						14		16		17		19		18		16		
	AVG. AUD. BY ¼ HR.						2.3	2.9	3.4	3.8	4.0	4.7	5.3	5.4	5.3	5.9	5.4	4.9	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)						2,880 3.3		2,800 3.2		7,340 8.4				6,990 8.0		5,860 6.7		
	CBS TV						BERENSTAIN BEARS (SUS-SD)		WILDFIRE (SUS-SD)		MUPPET BABIES				PEE WEE'S PLAYHOUSE		TEEN WOLF		
	AVERAGE AUDIENCE (Households (000) & %)						2,190 2.5		2,450 2.8		4,890 5.6	5.1*		6.1*	5,770 6.6		4,980 5.7		
	SHARE OF AUDIENCE %						14		13		21	20 *		22 *	21		18		
	AVG. AUD. BY ¼ HR.						2.3	2.7	2.8	2.8	4.6	5.6	6.0	6.2	6.5	6.6	5.7	5.7	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)						4,110 4.7		5,590 6.4		6,120 7.0		6,030 6.9		7,170 8.2		7,600 8.7		
	NBC TV						KISSYFUR		GUMMI BEARS (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		ALVIN AND THE CHIPMUNKS		
	AVERAGE AUDIENCE (Households (000) & %)						3,500 4.0		4,720 5.4		4,980 5.7		5,070 5.8		6,290 7.2		6,560 7.5		
	SHARE OF AUDIENCE %						22		25		22		21		23		24		
	AVG. AUD. BY ¼ HR.						3.5	4.4	5.2	5.5	5.6	5.8	5.8	5.8	7.1	7.2	7.6	7.4	
TV HOUSEHOLDS USING TV (See Def. 1)			WK. 1	9.7	11.4	13.5	15.4	17.5	19.6	21.1	22.4	25.1	27.0	28.4	29.5	29.9	30.0	30.3	31.1
			WK. 2	10.4	11.7	13.4	15.8	18.1	20.6	22.0	23.2	25.2	27.1	28.0	29.2	31.1	32.3	32.3	31.8

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

DAY SAT. FEB. 21, 1987

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. FEB. 14, 1987

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{ 5,680 6.5		{ 3,930 4.5		{ 3,150 3.6		{ 2,190 2.5		{ 2,970 3.4		{ 3,760 4.3						
	ABC TV	BUGS BUNNY & TWEETY SHOW		ALL NEW EWOKS		ABC WEEKEND SPECIALS ALL THE MONEY IN THE WORLD		HEALTH SHOW		AMERICAN BANDSTAND		INTERNATIONAL RACE CHAMP.						
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,810 5.5		{ 3,230 3.7		{ 2,710 3.1		{ 1,750 2.0		{ 2,360 2.7		{ 2,270 2.6		{ 2.5*		{ 2.7*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 17 5.3		{ 12 4.0		{ 10 3.2		{ 7 2.0		{ 9 2.7		{ 8 2.5		{ 7*		{ 8*		
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{ 4,280 4.9		{ 3,150 3.6		{ 2,970 3.4		{ 2,970 3.4				{ 8,650 9.9						
	CBS TV	GALAXY HIGH SCHOOL		CBS STORYBREAK		ROCK N WRESTLING-1 (SD)		ROCK N WRESTLING-2				CBS SPORTS SATURDAY (2:00-4:00PM)						
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,500 4.0		{ 2,620 3.0		{ 2,360 2.7		{ 2,190 2.5				{ 3,320 3.8		{ 3.7*		{ 4.2*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 13 4.1		{ 10 3.0		{ 9 2.5		{ 8 2.6		{ 2.5		{ 11 3.4		{ 11*		{ 13*		
WEEK 3	TOTAL AUDIENCE (Households (000) & %)	{ 6,470 7.4		{ 5,860 6.7		{ 4,720 5.4		{ 3,930 4.5		{ 8,910 10.2								
	NBC TV	FOOFUR		IT'S PUNKY BREWSTER (SD)		LAZER TAG ACADEMY		KIDD VIDEO				NBC COLLEGE BSKBL SAT (ILLINOIS VS IOWA OHIO STATE U VS ARIZONA (MULTI-SEGMENT TELECAST))						
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,510 6.3		{ 5,070 5.8		{ 4,200 4.8		{ 3,060 3.5		{ 3,850 4.4		{ 4.5*		{ 4.0*		{ 4.2*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 20 6.6		{ 19 5.8		{ 16 4.7		{ 12 3.3		{ 13 4.6		{ 14*		{ 11*		{ 12*		
WEEK 4	TOTAL AUDIENCE (Households (000) & %)	{ 5,940 6.8		{ 4,630 5.3		{ 4,110 4.7		{ 1,570 1.8		{ 3,150 3.6								
	ABC TV	BUGS BUNNY & TWEETY SHOW		ALL NEW EWOKS		ABC WEEKEND SPECIALS THE SECRET WORLD OF OG		HEALTH SHOW		AMERICAN BANDSTAND								
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,980 5.7		{ 4,020 4.6		{ 3,500 4.0		{ 1,140 1.3		{ 2,270 2.6								
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 18 5.6		{ 14 4.6		{ 13 4.1		{ 4 1.4		{ 9 2.5		{ 2.8						
WEEK 5	TOTAL AUDIENCE (Households (000) & %)	{ 3,580 4.1		{ 3,930 4.5		{ 2,800 3.2		{ 3,500 4.0		{ 8,390 9.6								
	CBS TV	GALAXY HIGH SCHOOL		CBS STORYBREAK		ROCK N WREST.-1(B) (SD)		ROCK N WRESTLING-2				CBS NCAA BASKETBALL-SAT KANSAS VS ST. JOHN'S						
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,230 3.7		{ 3,150 3.6		{ 2,190 2.5		{ 2,880 3.3		{ 3,150 3.6		{ 3.4*		{ 3.4*		{ 3.6*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 12 3.8		{ 11 3.6		{ 8 2.6		{ 11 3.2		{ 11 3.5		{ 11*		{ 11*		{ 12*		
WEEK 6	TOTAL AUDIENCE (Households (000) & %)	{ 6,820 7.8		{ 5,680 6.5		{ 5,070 5.8		{ 3,850 4.4		{ 7,170 8.2								
	NBC TV	FOOFUR		IT'S PUNKY BREWSTER (SD)		LAZER TAG ACADEMY		KIDD VIDEO				NBC COLLEGE BSKBL SAT KENTUCKY VS LSU WASHINGTON VS ARIZONA (MULTI-SEGMENT TELECAST)						
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,590 6.4		{ 4,890 5.6		{ 4,110 4.7		{ 3,060 3.5		{ 2,710 3.1		{ 3.1*		{ 2.8*		{ 3.2*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 20 6.5		{ 18 5.7		{ 15 4.5		{ 11 3.5		{ 9 3.2		{ 10*		{ 9*		{ 9*		
TV HOUSEHOLDS USING TV		WK. 1	30.9	31.5	30.5	30.2	29.7	30.6	30.7	31.2	29.9	31.2	31.3	32.8	33.9	34.7	35.0	34.7
(See Def. 1)		WK. 2	32.1	32.0	31.2	31.4	31.0	31.3	30.7	30.6	30.1	30.5	31.1	31.5	32.4	32.8	33.0	33.6

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

DAY SAT. FEB. 21, 1987

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. FEB. 14, 1987

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)		{	8,480 9.7						9,960 11.4								7,430 8.5
	ABC TV			PRO BOWLERS TOUR						ABC WIDE WORLD-SPORTS SAT						ABC WRLD NEWS TONIGHT-SAT		
	AVERAGE AUDIENCE (Households (000) & %)		{	4,810 5.5						5,070 5.8								6,030 6.9
	SHARE OF AUDIENCE %			15	4.3*			5.5*		6.6*	5.7*			6.5*				14
	AVG. AUD. BY ¼ HR. %			3.8	4.9	5.2	5.7	6.4	6.7	5.6	5.9	6.6	6.3	5.3	5.2			6.6
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		{					7,520 8.6										9,700 11.1
	CBS TV			CBS SPORTS SATURDAY (2:00-4:00PM)				CBS NCAA BASKETBALL-SAT LOUISVILLE VS SYRACUSE								CBS SAT. NEWS-SCHIEFFER		
	AVERAGE AUDIENCE (Households (000) & %)		{		3.7*		3.4*	2,710 3.1	3.1*		3.1*		3.2*		3.1*			7,950 9.1
	SHARE OF AUDIENCE %				11 *		10 *	8	9 *		8 *		8 *		7 *			18
	AVG. AUD. BY ¼ HR. %			3.7	3.8	3.6	3.3	3.1	3.1	3.3	2.9	3.2	3.2	3.1	3.2			9.2
WEEK 3	TOTAL AUDIENCE (Households (000) & %)		{		6,820 7.8						4,200 4.8							9,000 10.3
	NBC TV			(1) (-OP)	NBC COLLEGE BSKBL 2 SAT ALABAMA VS LSU UCLA VS USC (MULTI-SEGMENT TELECAST)(OP)(-OP)								ANDY WILLIAMS GOLF-SAT (5:09-6:00PM)(OP)				NBC NIGHTLY NEWS-SAT.	
	AVERAGE AUDIENCE (Households (000) & %)		{	5.1*	2,710 3.1		3.1*		2.8*		3.0*	3,060 3.5	3.2*		3.6*			7,780 8.9
	SHARE OF AUDIENCE %			14 *	9		9 *		8 *		8 *	9	8 *		9 *			18
	AVG. AUD. BY ¼ HR. %			5.2	3.2	3.2	3.0	2.8	2.8	3.0	3.2	3.1	3.2	3.6	3.7			8.4
WEEK 4	TOTAL AUDIENCE (Households (000) & %)		{	9,090 10.4						12,850 14.7								8,220 9.4
	ABC TV			PRO BOWLERS TOUR (3:00-4:32PM)(-OP)						ABC WIDE WORLD-SPORTS SAT (4:32-6:00PM)(OP)						ABC WRLD NEWS TONIGHT-SAT		
	AVERAGE AUDIENCE (Households (000) & %)		{	5,160 5.9	5.1*		5.7*		6,290 7.2	7.0*			6.9*		7.9*			6,820 7.8
	SHARE OF AUDIENCE %			16	15 *		16 *		18 *	17	18 *		17 *		17 *			16
	AVG. AUD. BY ¼ HR. %			5.0	5.3	5.7	5.6	6.7	7.0	6.7	7.2	6.9	6.8	7.9	7.8			8.0
WEEK 5	TOTAL AUDIENCE (Households (000) & %)		{	5,330 6.1				8,130 9.3										7,780 8.9
	CBS TV			CBS SPORTS SATURDAY				LA OPEN-NISSAN-SAT								CBS SAT. NEWS-SCHIEFFER		
	AVERAGE AUDIENCE (Households (000) & %)		{	3,230 3.7	3.6*		3.8*	3,850 4.4	3.3*		4.1*		4.9*		5.3*			6,470 7.4
	SHARE OF AUDIENCE %			11	11 *		11 *	12	9 *		11 *		13 *		13 *			15
	AVG. AUD. BY ¼ HR. %			3.5	3.7	3.6	4.0	3.3	3.3	4.0	4.2	4.7	5.0	5.1	5.5			7.0
WEEK 6	TOTAL AUDIENCE (Households (000) & %)		{		7,780 8.9													9,260 10.6
	NBC TV			(2) (-OP)	NBC COLLEGE BSKBL 2 SAT IOWA VS INDIANA (3:18-5:19PM)(OP)								NBC NIGHTLY NEWS-SAT.					
	AVERAGE AUDIENCE (Households (000) & %)		{		3,580 4.1		3.6*		3.7*		4.8*		4.6*					7,600 8.7
	SHARE OF AUDIENCE %				11		11 *		10 *		13 *		12 *					18
	AVG. AUD. BY ¼ HR. %			3.5	3.7	3.6	3.6	3.4	4.0	4.8	4.7	4.7	4.0					8.6
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	35.2	35.9	36.6	36.0	37.1	39.1	38.8	39.6	41.2	43.1	44.2	45.7	48.5	50.3	51.6	51.7
		WK. 2	33.7	34.6	35.4	35.9	36.8	38.3	39.0	40.1	40.6	42.9	44.4	46.2	48.8	49.2	49.6	51.1

U.S. TV Households: 87,400,000

(1) NBC COLLEGE BSKBL SAT, ILLINOIS VS IOWA, OHIO STATE U VS ARIZONA, NBC, (MULTI-SEGMENT TELECAST)

A-31 (2) NBC COLLEGE BSKBL SAT, KENTUCKY VS LSU, WASHINGTON VS ARIZONA, NBC, (MULTI-SEGMENT TELECAST)

For explanation of symbols, See page A.

DAY SAT. FEB. 21, 1987



DAY SUN. FEB. 15, 1987

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{																
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%																
	TOTAL AUDIENCE (Households (000) & %)	{									7,780 8.9							2,970 3.4
	CBS TV										SUNDAY MORNING						FACE THE NATION	
WEEK 1	AVERAGE AUDIENCE (Households (000) & %)	{									4,280 4.9	3.9*		5.1*			5.7*	2,360 2.7
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%									20 3.6	18 *		20 *			21 *	8 2.7
	TOTAL AUDIENCE (Households (000) & %)	{										5.1	5.2		5.6	5.8	2.7	2.7
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%																
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{																
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%																
	TOTAL AUDIENCE (Households (000) & %)	{									7,520 8.6							3,850 4.4
	CBS TV										SUNDAY MORNING						FACE THE NATION	
WEEK 2	AVERAGE AUDIENCE (Households (000) & %)	{									4,110 4.7	3.9*		4.8*			5.4*	3,320 3.8
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%									19 3.7	18 *		19 *			19 *	12 3.9
	TOTAL AUDIENCE (Households (000) & %)	{										4.2	4.6	5.1	5.4	5.4	3.9	3.6
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%																
TV HOUSEHOLDS USING TV		WK. 1	6.9	8.5	10.9	12.8	15.3	17.7	19.6	21.7	23.1	24.9	26.3	26.9	27.9	28.7	29.0	29.7
(See Def. 1)		WK. 2	6.9	8.4	10.4	12.2	15.0	17.8	19.6	21.7	23.9	24.9	26.1	27.3	27.9	28.6	28.6	28.9

For explanation of symbols, See page A.

DAY SUN. FEB.22, 1987

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. FEB. 15, 1987

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)			5,590 6.4				1,750 2.0						5,680 6.5			
	ABC TV			← THIS WEEK-DAVID BRINKLEY →				BUSINESS WORLD						← ABC COLLEGE BSKTBALL GAME MICHIGAN VS MICHIGAN STATE (2:00-4:12PM) →			
	AVERAGE AUDIENCE (Households (000) & %)			3,580 4.1	4.0*			1,400 1.6						1,660 1.9	1.8*		1.9*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			12 3.9	12 *		4.3 4.4	5 1.7	1.4					5 1.7	5 *	1.9	5 *
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					18,970 21.7											
	CBS TV					← CBS SPORTS SPECIAL-SUN. DAYTONA 500 (12:00-3:30PM) →											
	AVERAGE AUDIENCE (Households (000) & %)					8,570 9.8	6.4*		8.6*		10.0*		9.9*		11.2*		11.5*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					26 5.6	19 *	8.5	24 *	8.6	27 *	9.9	26 *	10.9	28 *	11.5	28 *
WEEK 3	TOTAL AUDIENCE (Households (000) & %)							3,320 3.8		10,660 12.2							
	NBC TV							← MEET THE PRESS →				← NBC COLLEGE BSKBL SUN DUKE VS NOTRE DAME (1:00-3:32PM) →					
	AVERAGE AUDIENCE (Households (000) & %)							2,530 2.9		4,200 4.8	3.6*		4.3*		4.3*		5.0*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %							8 2.9		12 3.3	10 *	4.3	11 *	4.4	11 *	4.9	12 *
WEEK 4	TOTAL AUDIENCE (Households (000) & %)			6,380 7.3				1,570 1.8						5,160 5.9			
	ABC TV			← THIS WEEK-DAVID BRINKLEY →				BUSINESS WORLD						← ABC COLLEGE BSKTBALL GAME LOUISVILLE VS MEMPHIS STATE (2:00-4:04PM) →			
	AVERAGE AUDIENCE (Households (000) & %)			4,200 4.8	4.7*			1,400 1.6						1,840 2.1	2.0*		1.7*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			15 4.6	15 *		4.8	5 1.4	5 *	1.7				6 2.4	5 *	1.5	5 *
WEEK 5	TOTAL AUDIENCE (Households (000) & %)					12,500 14.3										11,540 13.2	
	CBS TV					← NBA ON CBS LA LAKERS VS PHILADELPHIA (12:00-2:41PM) (-OP) →											(1) (OP)
	AVERAGE AUDIENCE (Households (000) & %)					5,510 6.3	3.7*		5.0*		6.3*		7.3*		8.4*	6.0	6.5*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					18 3.5	11 *	4.6	14 *	5.3	18 *	7.1	20 *	8.2	23 *	15	17 *
WEEK 6	TOTAL AUDIENCE (Households (000) & %)							3,670 4.2		6,030 6.9							
	NBC TV							← MEET THE PRESS →				← NBC COLLEGE BSKBL SUN GEORGIA TECH VS DEPAUL (1:00-3:02PM) (-OP) →					
	AVERAGE AUDIENCE (Households (000) & %)							2,880 3.3		2,360 2.7	2.8*		2.8*		2.7*		2.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %							9 3.3		7 2.9	8 *	2.9	8 *	2.7	7 *	2.6	7 *
TV HOUSEHOLDS USING TV		WK. 1	30.8	32.4	33.0	33.3	34.4	34.7	35.6	36.2	36.4	38.0	38.5	39.2	40.5	41.5	41.8
(See Def. 1)		WK. 2	29.2	30.4	31.2	32.5	33.4	34.5	35.2	35.5	35.6	35.9	36.2	37.1	37.5	37.9	38.2

U.S. TV Households: 87,400,000

(1) CBS NCAA BASKETBALL-SUN, GEORGETOWN VS SYRACUSE, CBS, (2:41-4:39PM)

For explanation of symbols, See page A.

DAY SUN. FEB. 22, 1987

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. FEB. 15, 1987

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E K 1	TOTAL AUDIENCE (Households (000) & %)	<div> <div>ABC COLLEGE BSKTBALL GAME MICHIGAN VS MICHIGAN STATE (2:00-4:12PM)(-OP)</div> <div>4,630 5.3</div> <div>ABC WIDE WORLD-SPTS SPEC. (4:12-5:00PM)(OP)</div> <div>8,480 9.7</div> <div>MUTUAL OF OMAHA SPECIAL</div> <div>8,910 10.2</div> <div>ABC WRLD NEWS TONIGHT-SUN</div> </div>															
	AVERAGE AUDIENCE (Households (000) & %)	<div> <div>1.4*</div> <div>2.3*</div> <div>2,880 3.3</div> <div>2.3*</div> <div>3.9*</div> <div>5,330 6.1</div> <div>5.5*</div> <div>6.7*</div> <div>7,170</div> </div>															
	SHARE OF AUDIENCE %	<div> <div>3 *</div> <div>6 *</div> <div>8</div> <div>6 *</div> <div>9 *</div> <div>13</div> <div>12 *</div> <div>14 *</div> <div>8.2</div> </div>															
	AVG. AUD. BY ¼ HR.	<div> <div>1.4</div> <div>1.4</div> <div>2.3</div> <div>2.4</div> <div>1.9</div> <div>2.3</div> <div>3.8</div> <div>3.9</div> <div>5.4</div> <div>5.7</div> <div>6.3</div> <div>7.2</div> <div>8.3</div> <div>8.2</div> </div>															
E K 2	TOTAL AUDIENCE (Households (000) & %)	<div> <div>18,270 20.9</div> <div>CBS SPORTS SPECIAL-SUN. DAYTONA 500 (12:00-3:30PM)</div> <div>NBA ON CBS BOSTON CELTICS VS LA LAKERS (3:30-6:03PM)(-OP)</div> <div>CBS EVENING NEWS-SUNDAY (6:03-6:30PM)(OP)</div> <div>10,140 11.6</div> </div>															
	AVERAGE AUDIENCE (Households (000) & %)	<div> <div>8,910</div> <div>11.0*</div> <div>10.2</div> <div>9.0*</div> <div>9.5*</div> <div>9.6*</div> <div>11.2*</div> <div>11.8*</div> <div>8,040</div> </div>															
	SHARE OF AUDIENCE %	<div> <div>27 *</div> <div>24</div> <div>23 *</div> <div>24 *</div> <div>23 *</div> <div>25 *</div> <div>25 *</div> <div>17</div> <div>9.2</div> </div>															
	AVG. AUD. BY ¼ HR.	<div> <div>12.3</div> <div>9.7</div> <div>9.1</div> <div>9.0</div> <div>9.1</div> <div>9.9</div> <div>9.4</div> <div>9.7</div> <div>10.8</div> <div>11.5</div> <div>11.5</div> <div>12.2</div> <div>8.4</div> <div>9.9</div> </div>															
W E K 2	TOTAL AUDIENCE (Households (000) & %)	<div> <div>7,430 8.5</div> <div>NBC COLLEGE BSKBL SUN DUKE VS NOTRE DAME (1:00-3:32PM)(-OP)</div> <div>SPORTSWORLD (3:32-4:25PM) (OP)(-OP)</div> <div>ANDY WILLIAMS GOLF-SUN (4:25-6:11PM)(OP)</div> <div>9,530 10.9</div> <div>NBC NIGHTLY NEWS-SUN</div> </div>															
	AVERAGE AUDIENCE (Households (000) & %)	<div> <div>4,980</div> <div>6.6*</div> <div>5.7</div> <div>5.1*</div> <div>5,070</div> <div>5.8</div> <div>4.9*</div> <div>5.9*</div> <div>6.3*</div> <div>6.9*</div> <div>7,520</div> </div>															
	SHARE OF AUDIENCE %	<div> <div>16 *</div> <div>14</div> <div>13 *</div> <div>13</div> <div>12 *</div> <div>13 *</div> <div>13 *</div> <div>14 *</div> <div>14 *</div> <div>16</div> <div>8.6</div> </div>															
	AVG. AUD. BY ¼ HR.	<div> <div>6.2</div> <div>7.1</div> <div>5.1</div> <div>5.1</div> <div>6.4</div> <div>4.6</div> <div>4.5</div> <div>5.2</div> <div>5.8</div> <div>6.0</div> <div>6.3</div> <div>6.4</div> <div>6.9</div> <div>8.2</div> <div>9.0</div> </div>															
W E K 2	TOTAL AUDIENCE (Households (000) & %)	<div> <div>8,570 9.8</div> <div>ABC COLLEGE BSKTBALL GAME LOUISVILLE VS MEMPHIS STATE (2:00-4:04PM)(-OP)</div> <div>ABC WIDE WORLD-SPORTS SUN (4:04-6:00PM)(OP)</div> <div>8,130 9.3</div> <div>ABC WRLD NEWS TONIGHT-SUN</div> </div>															
	AVERAGE AUDIENCE (Households (000) & %)	<div> <div>3,580</div> <div>1.9*</div> <div>4.1</div> <div>2.5*</div> <div>3,580</div> <div>4.1</div> <div>3.3*</div> <div>4.3*</div> <div>4.6*</div> <div>4.2*</div> <div>6,470</div> </div>															
	SHARE OF AUDIENCE %	<div> <div>10</div> <div>5 *</div> <div>6 *</div> <div>8 *</div> <div>10 *</div> <div>11 *</div> <div>11 *</div> <div>9 *</div> <div>14</div> <div>7.4</div> </div>															
	AVG. AUD. BY ¼ HR.	<div> <div>2.0</div> <div>1.8</div> <div>2.3</div> <div>2.7</div> <div>3.3</div> <div>3.2</div> <div>3.8</div> <div>4.8</div> <div>5.0</div> <div>4.3</div> <div>4.1</div> <div>4.3</div> <div>7.1</div> <div>7.8</div> </div>															
W E K 2	TOTAL AUDIENCE (Households (000) & %)	<div> <div>12,060 13.8</div> <div>CBS NCAA BASKETBALL-SUN GEORGETOWN VS SYRACUSE (2:41-4:39PM)(-OP)</div> <div>LA OPEN-NISSAN-SUN (4:39-6:31PM) (OP)(-OP)</div> <div>CBS EVENING NEWS-SUN(B) (6:31-7:00PM)(OP)</div> <div>4,890 5.6</div> </div>															
	AVERAGE AUDIENCE (Households (000) & %)	<div> <div>6,120</div> <div>5.7*</div> <div>7.0</div> <div>5.5*</div> <div>6.2*</div> <div>7.0</div> <div>5.2*</div> <div>6.0*</div> <div>7.1*</div> <div>8.9*</div> <div>4,110</div> </div>															
	SHARE OF AUDIENCE %	<div> <div>15 *</div> <div>14 *</div> <div>16 *</div> <div>15</div> <div>13 *</div> <div>14 *</div> <div>16 *</div> <div>17 *</div> <div>17 *</div> <div>8</div> <div>4.7</div> </div>															
	AVG. AUD. BY ¼ HR.	<div> <div>5.9</div> <div>5.5</div> <div>5.3</div> <div>5.7</div> <div>6.0</div> <div>6.4</div> <div>5.3</div> <div>5.2</div> <div>5.7</div> <div>6.3</div> <div>6.9</div> <div>7.4</div> <div>8.6</div> <div>9.1</div> <div>4.6</div> <div>4.9</div> </div>															
W E K 2	TOTAL AUDIENCE (Households (000) & %)	<div> <div>8,650 9.9</div> <div>SPORTSWORLD (3:02-5:00PM) (OP)</div> <div>10,840 12.4</div> <div>NBC NIGHTLY NEWS-SUN</div> </div>															
	AVERAGE AUDIENCE (Households (000) & %)	<div> <div>3,670</div> <div>4.2</div> <div>3.4*</div> <div>4.2*</div> <div>5.0*</div> <div>4.3*</div> <div>9,180</div> </div>															
	SHARE OF AUDIENCE %	<div> <div>11</div> <div>9 *</div> <div>11 *</div> <div>13 *</div> <div>10 *</div> <div>19</div> <div>10.5</div> </div>															
	AVG. AUD. BY ¼ HR.	<div> <div>3.1</div> <div>3.6</div> <div>4.0</div> <div>4.4</div> <div>4.9</div> <div>5.1</div> <div>4.8</div> <div>3.9</div> <div>10.4</div> <div>10.7</div> </div>															
TV HOUSEHOLDS USING TV WK. 1		42.9	42.5	41.3	41.4	41.5	41.9	43.2	44.5	46.5	48.1	49.1	51.3	53.8	54.6	55.1	56.7
(See Def. 1) WK. 2		38.9	39.1	39.7	40.8	41.1	41.6	42.6	43.6	44.7	46.3	47.9	50.0	54.2	56.4	57.4	59.1

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

DAY SUN. FEB. 22, 1987

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1						WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %				
EVENING MONDAY																	
ABC ABC BUSINESS BRIEF-MON	2	8.57- 8.59PM	8.45								14,420	16.5	12,940	14.8	21	14.8	
ABC ABC NEWSBRIEF-MON	1	9.55- 9.56PM	9.45	11,010	12.6	11,010	12.6	18	12.6		14,770	16.9	14,770	16.9	25	16.9	
	2	10.01-10.02PM	10.00														
CBS WE THE PEOPLE-SUS.(SUS)	2	8.58- 8.59PM	8.45														
EVENING TUESDAY																	
ABC ABC BUSINESS BRIEF SPEC.(S)	2	9.09- 9.10PM	9.00								12,760	14.6	12,760	14.6	21	14.6	
ABC ABC NEWSBRIEF-TUE	1	9.58- 9.59PM	9.45	15,910	18.2	15,910	18.2	27	18.2		11,800	13.5	11,800	13.5	20	13.5	
	2	10.05-10.06PM	10.00														
EVENING WEDNESDAY																	
ABC ABC BUSINESS BRIEF-WED		8.58- 8.59PM	8.45	12,590	14.4	12,590	14.4	21	14.4		13,200	15.1	13,200	15.1	22	15.1	
ABC ABC NEWSBRIEF-WED		9.58- 9.59PM	9.45	11,360	13.0	11,360	13.0	19	13.0		12,240	14.0	12,240	14.0	21	14.0	
CBS WE THE PEOPLE SUS(SUS)	1	8.58- 8.59PM	8.45														
	2	8.48- 8.49PM	8.45														
EVENING THURSDAY																	
ABC ABC NEWSBRIEF-THU	1	9.58- 9.59PM	9.45	9,880	11.3	9,880	11.3	17	11.3		11,360	13.0	11,360	13.0	20	13.0	
	2	10.06-10.07PM	10.00														
EVENING FRIDAY																	
ABC ABC BUSINESS BRIEF-FRI	2	8.43- 8.44PM	8.30								12,500	14.3	12,500	14.3	23	14.3	
	1	9.07- 9.08PM	9.00	8,650	9.9	8,650	9.9	16	9.9								
ABC ABC NEWSBRIEF-FRI	1	9.58- 9.59PM	9.45	7,520	8.6	7,520	8.6	14	8.6		10,580	12.1	10,580	12.1	19	12.1	
	2	10.07-10.08PM	10.00														
CBS WE THE PEOPLE-SUS(SUS)		8.58- 8.59PM	8.45														
EVENING SATURDAY																	
ABC ABC NEWSBRIEF-SAT.		8.58- 8.59PM	8.45	7,080	8.1	7,080	8.1	13	8.1		7,870	9.0	7,870	9.0	15	9.0	
ABC ABC SPORTS UPDATE-SAT		9.58- 9.59PM	9.45	7,340	8.4	7,340	8.4	14	8.4		8,480	9.7	8,480	9.7	17	9.7	
CBS SPORTSBREAK-SAT	2	8.58- 8.59PM	8.45								7,250	8.3	7,250	8.3	14	8.3	
	1	9.04- 9.05PM	9.00	9,260	10.6	9,260	10.6	17	10.6								
CBS NEWSBREAK-SAT.	1	9.55- 9.56PM	9.45	8,480	9.7	8,480	9.7	16	9.7		7,520	8.6	7,520	8.6	15	8.6	
	2	9.54- 9.55PM	9.45														
EVENING SUNDAY																	
ABC ABC SPORTS UPDATE-SUN		8.58- 8.59PM	8.45	14,510	16.6	14,510	16.6	24	16.6		12,670	14.5	12,670	14.5	20	14.5	
ABC ABC NEWSBRIEF-SUN.	2	10.04-10.05PM	10.00								14,680	16.8	14,680	16.8	26	16.8	
	1	10.15-10.16PM	10.15	19,050	21.8	19,050	21.8	34	21.8								
CBS SPORTSBREAK-SUN	1	8.27- 8.28PM	8.15	19,930	22.8	19,930	22.8	33	22.8		18,090	20.7	18,090	20.7	30	20.7	
	2	8.28- 8.29PM	8.15								9,180	10.5	9,180	10.5	15	10.5	
CBS NEWSBREAK-SUN.		9.58- 9.59PM	9.45	5,330	6.1	5,330	6.1	9	6.1								
EVENING MONDAY-FRIDAY																	
ABC ABC NEWS:NIGHTLINE CONT'D	1	>	11.30	6,730	7.7	5,240	6.0	17	6.9	M-F							



## OTHER PROGRAMS

				WEEK 1							WEEK 2						
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%		
EVENING MONDAY-FRIDAY-CONT'D																	
ABC ABC NEWS:NIGHTLINE-CONT'D	2	11.30-12.00MD	11.30 11.45 12.00						5.1 4.1	M-F THU.	6,820	7.8	5,420	6.2	17	6.9 5.4	M-F M-F
ABC ABC NEWS:NIGHTLINE-MON	2	12.00-12.30AM	12.00 12.15								6,120	7.0	4,540	5.2	19	6.0 4.4	MON. MON.
CBS WE THE PEOPLE		8.58- 8.59PM	8.45	9,700	11.1	9,700	11.1	16	11.1	MTUTH	10,750	12.3	10,750	12.3	17	12.3	TU&TH
CBS NEWSBREAK-M-F	1	>	9.45	9,090	10.4	9,090	10.4	16	10.4	M-F							
CBS CBS LATE NIGHT I	2	9.58- 9.59PM	9.45								11,010	12.6	11,010	12.6	19	12.6	M-F
		>	11.30 11.45 12.00 12.15 12.30	6,120	7.0	4,280	4.9	18	5.2 4.9 4.9 4.6 4.6	M-TH M-TH M-TH M-TH M-TH	5,680	6.5	4,110	4.7	17	4.8 4.7 4.8 4.7	M-TH M-TH M-TH M-TH
CBS KEEP ON CRUISIN		11.30-12.30AM	11.30 11.45 12.00 12.15	4,460	5.1	2,360	2.7	8	3.7 2.7 2.2	FRI. FRI. FRI.	3,760	4.3	1,920	2.2	7	2.7 2.2 1.9	FRI. FRI. FRI.
CBS CBS LATE NIGHT II		>	12.30 12.45 1.00	3,760	4.3	2,970	2.1* 3.4	7* 17*	2.1 3.6 3.4 3.3	FRI. M-F M-F M-F	3,850	4.4	2,970	2.0* 3.4 3.4*	7* 19 17*	2.1 3.6 3.4 3.3	FRI. M-F M-F M-F
		VARIOUS TIMES (SUS)	1.15				3.3*	20*	3.3	M-F				3.4*	22*	3.3	M-F
CBS CBS NEWS NIGHTWATCH-1		2.00- 2.30AM	2.00 2.15	1,050	1.2	870	1.0	10	1.1 .9	M-THSU M-THSU	790	.9	700	.8	8	.9 .9	M-THSU M-THSU
CBS CBS NEWS NIGHTWATCH-2		2.30- 3.00AM	+GRID 2.30 2.45	1,310	1.5	1,220	1.4	17	1.4 1.3	M-THSU M-THSU	1,400	1.6	1,220	1.4	17	1.5 1.4	M-THSU M-THSU
CBS CBS NEWS NIGHTWATCH-3		3.00- 6.00AM	3.00 3.15 3.30 3.45 4.00 4.15 4.30 4.45 5.00 5.15 5.30 5.45	1,920	2.2	960	1.1 1.4*	18 20*	1.5 1.4 1.4 1.3 1.1 1.1 1.0 1.0 1.0 1.0 1.0	M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU	2,190	2.5	1,140	1.3 1.6*	22 23*	1.7 1.6 1.5 1.4 1.3 1.2 1.2 1.1 1.2 1.1 1.1	M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU
C TONIGHT SHOW		11.30-12.30AM	11.30 11.45 12.00 12.15	10,400	11.9	6,470	7.4 8.0*	23 23*	8.3 7.7 7.3 6.3	M-F M-F M-F M-F	10,400	11.9	6,560	7.5 8.2*	24 23*	8.3 8.1 7.5 6.1	M-F M-F M-F M-F
C DAVID LETTERMAN I		12.30- 1.00AM	12.30 12.45	5,070	5.8	4,200	4.8	23	5.0 4.6	M-TH M-TH	4,720	5.4	3,850	4.4	21	4.6 4.2	M-TH M-TH
C FRIDAY NIGHT VIDEOS		12.30- 2.00AM	12.30 12.45	6,730	7.7	3,760	4.3 5.3*	21 21*	5.6 5.0	FRI. FRI.	6,210	7.1	3,580	4.1 4.7*	20 19*	5.0 4.4	FRI. FRI.
ONT'D																	

U.S. TV HOUSEHOLDS: 87,400,000

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

\*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
EVENING MONDAY-FRIDAY-CONT'D																			
NBC FRIDAY NIGHT VIDEOS-CONT'D			1.00						4.4	FRI.							4.1	FRI.	
			1.15					4.2*	21*	FRI.						4.1	FRI.		
			1.30							FRI.						4.1	FRI.		
			1.45					3.3*	19*	FRI.						3.7	FRI.		
NBC DAVID LETTERMAN II		1.00- 1.30AM	1.00	3,850	4.4	3,060	3.5	21	3.9	M-TH		3,580	4.1	3,060	3.5	22	3.7	M-TH	
			1.15						3.2	M-TH							3.3	M-TH	
DAY MONDAY-FRIDAY																			
ABC ABC WORLD NEWS-MORN-615A		6.15- 6.30AM	6.15	1,220	1.4	1,140	1.3	12	1.3	M-F		960	1.1	960	1.1	11	1.1	M-F	
ABC ABC WORLD NEWS-MORN-645A		6.45- 7.00AM	6.45	2,190	2.5	2,100	2.4	15	2.4	M-F		2,360	2.7	2,270	2.6	17	2.6	M-F	
ABC ABC DAYTIME NEWSBRIEF-M-F		2.58- 2.59PM	2.45	5,940	6.8	5,940	6.8	23	6.8	M-F		7,080	8.1	7,080	8.1	26	8.1	M-F	
ABC ABC AFTERSCHOOL SPECIAL(S)	2	4.00- 5.00PM	4.00									8,220	9.4	5,590	6.4	19	6.3	WED.	
			4.15													6.1*	19*	5.9	WED.
			4.30															6.7	WED.
			4.45													6.7*	19*	6.7	WED.
CBS CBS MORNING NEWS- 6:30AM		6.30- 7.00AM	6.30	1,840	2.1	1,310	1.5	13	1.4	M-F		1,400	1.6	1,140	1.3	12	1.3	M-F	
			6.45						1.6	M-F							1.4	M-F	
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	5,860	6.7	5,590	6.4	25	6.4	M-F		6,290	7.2	6,030	6.9	24	6.9	M-F	
CBS NEWSBREAK-3.44		>	3.30	4,980	5.7	4,980	5.7	18	5.7	M-F		4,980	5.7	4,980	5.7	17	5.7	M-F	

			3.45						5.9	M-F									
CBS AMERICAN TREASURY		3.58- 3.59PM	3.45	4,540	5.2	4,540	5.2	16	5.2	MWF		5,160	5.9	5,160	5.9	17	5.9	MWF	
CBS AMERICAN TREASURY SUS(SUS)		3.58- 3.59PM	3.45							THU.								THU.	
CBS AMERICAN TREASURY-SUS.(SUS)		3.58- 3.59PM	3.45							TUE.								TUE.	
NBC NBC NEWS AT SUNRISE		6.30- 7.00AM	6.30	2,970	3.4	2,190	2.5	18	2.0	M-F		3,060	3.5	2,190	2.5	19	1.9	M-F	
			6.45						3.0	M-F							3.0	M-F	
NBC NBC NEWS DIGEST-DAYTIME		2.57- 2.58PM	2.45	3,670	4.2	3,670	4.2	15	4.2	MWF		4,200	4.8	4,200	4.8	15	4.8	MWF	
DAY SATURDAY																			
ABC PRO BOWLERS TOUR	2	3.00- 4.32PM	~GRID 4.30									9,090	10.4	5,160	5.9	16			6.7
CBS IN THE NEWS- 8.26AM-SUS(SUS)		8.26- 8.29AM	8.15																
CBS IN THE NEWS- 8.56AM-SUS(SUS)		8.56- 8.59AM	8.45																
CBS IN THE NEWS-12.26(B)	2	12.26-12.29PM	12.15									2,190	2.5	2,100	2.4	8	2.4		
CBS IN THE NEWS-12.26PM	1	12.26-12.29PM	12.15	2,620	3.0	2,530	2.9	10	2.9										
NBC ONE TO GROW ON-8:58AM		8.58- 9.00AM	8.45	4,980	5.7	4,720	5.4	25	5.4			4,720	5.4	4,540	5.2	23	5.2		
NBC ONE TO GROW ON-10:28AM		10.28-10.30AM	10.15	5,860	6.7	5,590	6.4	21	6.4			6,730	7.7	6,380	7.3	23	7.3		
NBC ONE TO GROW ON-11:58AM		11.58-12.00NN	11.45	5,680	6.5	5,240	6.0	20	6.0			5,160	5.9	4,890	5.6	18	5.6		
NBC NBC COLLEGE BSKBL SAT		1.00- 3.13PM	~GRID 3.15	8,910	10.2	3,850	4.4	13				7,170	8.2	2,710	3.1	9			
									3.2							3.5*	10*	3.2	
NBC NBC COLLEGE BSKBL 2 SAT	1	3.16- 5.14PM	~GRID 5.00 5.15	6,820	7.8	2,710	3.1	9											
								3.7*	10*										
									3.6										
									1.3										

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
DAY SUNDAY																			
ABC ABC COLLEGE BSKTBALL GAME	1	2.00- 4.12PM	→GRID	5,680	6.5	1,660	1.9	5				5,160	5.9	1,840	2.1	6			
	2	2.00- 4.04PM	→GRID 4.00						2.6	7*	2.6							2.9	
CBS NBA ON CBS	2	12.00- 2.41PM	→GRID 2.30									12,500	14.3	5,510	6.3	18			
															8.9*	24*	8.9		
CBS CBS NCAA BASKETBALL-SUN	2	2.41- 4.39PM	→GRID 4.30									11,540	13.2	5,240	6.0	15			
															7.0*	17*	7.0		
CBS NBA ON CBS	1	3.30- 6.03PM	→GRID 6.00	18,270	20.9	8,910	10.2	24		10.5									
CBS LA OPEN-NISSAN-SUN(S)	2	4.39- 6.31PM	→GRID 6.30									12,060	13.8	6,120	7.0	15			9.7
NBC NBC COLLEGE BSKBL SUN	1	1.00- 3.32PM	→GRID	10,660	12.2	4,200	4.8	12											
	2	1.00- 3.02PM	→GRID 3.00 3.30									6,030	6.9	2,360	2.7	7			2.7
NBC SPORTSWORLD	1	3.32- 4.25PM	→GRID 4.15	7,430	8.5	4,980	5.7	14											
							6.4*	16*	6.3										